

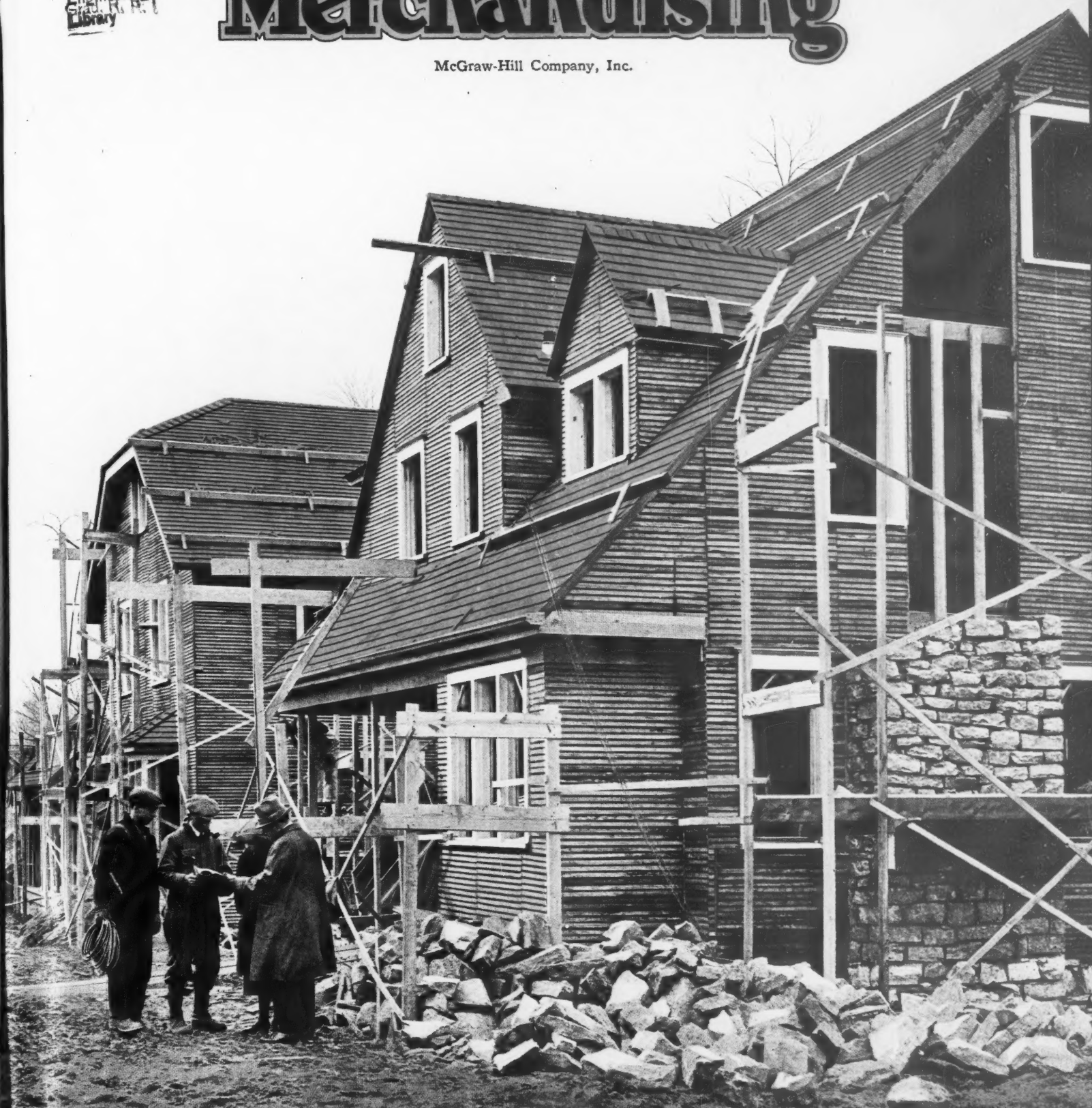
April, 1922

MAR 30 1922

# Electrical Merchandising

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## Building Has Started!

*America is beginning to catch up on her shortage of 1,300,000 homes*

The future *value* of this or any other dwelling will depend upon the completeness of its electrical wiring—adequate circuits, convenience outlets, and convenience switches. For, experience has shown that each additional \$100

spent on wiring a house like this, means \$500 to \$1000 in its *increased* selling price. And, putting in adequate outlets *now* will build customer good-will for the electrical contractor and dealer—and *future* appliance sales!



## These three pages mean increased sales for you in April

**THREE FULL PAGES** in magazines of largest circulation—that's the Edison MAZDA Lamp advertising schedule for April, the largest we have ever run.

1. *To merchants.* The Saturday Evening Post for April 29 will carry the first store and window lighting advertisement. It tells how good lighting is worth millions of dollars a year in sales to the United Cigar Stores.

We have prepared a complete campaign by which Edison MAZDA Lamp Agents can tie up with this store lighting series. It covers everything—from window displays to letters—which will assist you in selling

better lighting to the merchants of your territory.

2. *To automobile owners.* In the Saturday Evening Post for April 1, appears the second automobile lamp advertisement, showing the safety, convenience and economy of specifying Edison MAZDA Auto Lamps by name and number.

3. *To women,* who usually buy lamps for the home, the Ladies' Home Journal for April carries the message of Edison MAZDA Lamps: better light at lower cost.



Cash in on this national advertising. Display Edison MAZDA Lamps in your windows. Talk better lighting and Edison MAZDA Lamps to every customer. Quote prices by the carton or kit; that will increase your unit of sale. And watch for the store lighting portfolio.

# EDISON

## MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY



# Electrical Merchandising

Volume 27

The Monthly Magazine of the Electrical Trade

Number 4

With which is incorporated *Electrocrafter*

April, 1922

## The Farm Market— What Are You Going to Do About It?

**S**TATISTICS as statistics mean little or nothing to the average human, to you and me! A manufacturer may proudly tell you that the yearly output of his factory placed end to end will reach around the earth at the North Pole with enough left over to stretch to Bagdad. And you yawn.

Or the Secretary of Agriculture might tell you, as he has, that the six and a half million farms in this country represent a capitalization of 80 billions of dollars, which is more than the combined capitalization of all the country's railroads, plus the National banks, plus all the industrials, including the gigantic steel trust—and you hardly elevate an eye lash.

Or you might read that of the six and a half million farms in this country, just about the odd half million have electricity and the other six million want it and will have it—and you start thumbing through the magazine looking for something interesting! And you're right, for in your young life, figures and statistics mean nothing.

But, Brother, *seeing* is believing. While the fact that 6,000,000 farms in the United States are not now electrically equipped means considerable future business for somebody, it means nothing to you because your business is local, not nation-wide. But, the thousand odd farms in your own back yard, so to speak, are really vitally interesting, or should be, to

you. Here's a hunch. Next Sunday pack the family into the tonneau and ride out into the country, stop at the various farm houses you come to—and talk to the farmer and his family. And, while you're talking, *look around!* Just notice how many have electricity—ask how many will have it—eventually.

Remember that every farm house that will install electricity will buy electrical



The farmer of today is a progressive, who uses even radio to receive broadcasted market reports and distant entertainment programs!

equipment: wire, sockets, fixtures, plant, etc., to the tune of a thousand dollars. Remember that for every woman who is pumping and carrying water (and note how many there are) there is an electric system that you can sell and install that will forever free her of that drudgery. Remember that there are vacuum cleaners, washing machines, ironers, irons, motors and so on and on, that these farm folks will buy—are buying—and that you can sell.

There is no argument that right in your own territory is a tremendous field for the electrification of farms. And there is no argument that the electrical contractor is the logical man to sell as well as the man to do the installing of the equipment.

### Why Not the Contractor-Dealer to Handle the Whole Job?

A large farm-plant manufacturer gives this advice to its dealers: "If you are not an electrical contractor and know nothing of electrical work (many farm-plant dealers don't) do not attempt to wire the purchaser's house and barn. *Have a dependable electrical contractor in your town do this work.* You can make a working agreement with him, etc."

The puzzling thing is why the electrical contractor doesn't do the entire job—sales as well as installation. Why he lets some outsider—anybody from a cash-register salesman to a book agent—come into his territory and pick all this real business

### ELECTRICAL MERCHANDISING

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right in his own back yard and be satisfied with the "leavings."

*Electrical Merchandising* has, from time to time and vigorously, told its contractor readers that the farm business had wonderful possibilities for them if they would but reach out to get it. Figures and statistics have been given to prove just how big this field is, and still the other fellow is getting this business that rightfully belongs to the established electrical man.

The farmer was the first to feel deflation, he has completely deflated, and he's on his way back to normalcy! He'll be back and he'll be the biggest purchasing power of the country, as he always has been. Crops are good and the prices the farmer will get for them will be in line with production costs. The farmer will sell his crops just as quickly as the harvests are over—there will be no waiting for higher prices and no question of credit. Crops will pour out of the country and money in, and in our humble opinion 1922 will be a prosperous year for somebody who has something to sell the farmer that the said farmer wants to buy.

That something is electricity and the labor-saving appliances it makes possible—and that somebody is *YOU!*

\* \* \*

Don't take our word for it—drive out next Sunday and see for yourself!

## CONTENTS

Frontispiece—One Salesman Can Keep Ten Wiremen Busy!...	52
Editorial—Selling Versus Bidding .....	53
Up-to-the-Minute Display Methods for Selling Farm-Electric Plants Now .....	54
How to Make Customers Say "Yes" .....	56
BY RUDOLPH KRUSE.	
"Let 'em Try 'em First".....	59
BY JOHN T. BARTLETT.	
Radio Sets for the Farmer....	61
Toronto's "Home Electric".....	62
Common Sense in Appliance Plugs .....	64
Jobbers' Costs of Handling, by Lines .....	66
ELECTRICAL MERCHANDISING Pictorial .....	69-80
The Home Electric Legion Is Making Rapid Strides.....	81
The "660-Watt Rule"—a Stumbling Block to Wiring Progress .....	84
Editorials and Letters.....	86-87
Departments .....	88-97
New Merchandise to Sell.....	98
Gossip of the Trade.....	100

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*Sell Wiring!*

*Speed Prosperity!*



## One Wiring Salesman Can Keep Ten Wiremen Busy!

And ten journeymen electricians busy on wiring jobs in the salesman's wake, mean at least ten other jobs open for men in electrical equipment factories, distributors' houses, central-station organizations, and dealers' stores. Employment activity — and business prosperity — in the whole circle of the electrical family is speeded up by the key-man,—the wiring salesman. Keep him busy making sales!



# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 27

April, 1922

Number 4

## Selling vs. Bidding

**B**USINESSES in which *salesmanship* is the determining factor in getting the order are always *prosperous*. Businesses in which price is the determining factor are always poor or extra-hazardous. And the reason is that a true salesman is always a booster, an optimist, while the bidder is as invariably a cheeseparer.

Electric wiring in the average building is inadequate because wiring contracts are let to the lowest bidder. The lowest bidder is not a booster, not an optimist, not a man who can persuade the owner to install a hundred outlets in a ten-room home; on the contrary, he is the sort of man who suggests that by eliminating this or that desirable feature in the wiring layout the price can be trimmed.

The sale and use of electrical merchandise will be hampered just as long as the lowest bidder controls the letting of wiring contracts. It will be hampered until wiring contractors employ and learn to rely upon optimistic salesmen in place of competitive bidding to get them business.

# How to Make Customers Say "Yes"

## —in Selling Farm Electric Plants

When a Salesman Carefully Develops His Strongest Talking Points and Gets His Prospect Into the Habit of Answering "Yes" to Preliminary Questions, the Chances Are Good That a "Yes" Will Be Forthcoming When it Is Time to Close the Sale

By RUDOLPH KRUSE

"HAVE you noticed the yard light burning at your neighbor's across the road every night since they put in the farm electric plant?"

"Yes, I have."

"Haven't you been just a little bit envious of Mrs. Witte, with her electric lights all over the house, the nice big light in the yard, and the electric iron, and the electric washing machine to make her housework easier?"

Naturally the prospective purchaser answered "Yes."

It is my plan in talking to prospective customers, *always to ask them questions which they are almost sure to answer with "Yes."* If I can get them into the habit of saying "Yes" to everything, when I finally come to the closing point they are much more likely to say "Yes" than "No."

In making sales of electrical equipment and farm electric plants, I find that the making of the sale is usually entirely up to me. If I am careful in choosing my prospects and then careful in planning the conversation, I am almost sure to get an order unless something unsurmountable from the standpoint of the customer is in the way.

I have found in selling farm electric plants, that the opportunity to have running water in the house makes an unusually strong appeal. I believe that I have sold more plants because the electricity would make running water possible, than for any other reason.

In bringing up this point to the farmer's wife, I usually direct the conversation about as follows:

"You have quite a way to walk for your water, don't you?" The answer, of course, is "Yes."

I then pace the distance between the kitchen door and the well, and

surprise the housewife by telling her that she walks about 50 miles a year for water. If I told her how many feet it was between the door and the pump, that wouldn't impress her nearly so much as when I tell her she walks 50 miles. That 50 miles is an unusual term when connected



If the farm plant dealer can catch his farm prospect (and he can) before he has completed the new farm house, the dealer stands a good chance to clinch a sale. Logically, building time is wiring and lighting time. There are a score of ways to answer the farmer's objection that the farm electric plant will add to the cost of the house. He can be persuaded to say "yes."

with carrying water, and it is a term that sticks in her memory. She keeps turning it over and over until she is finally convinced that she must have some relief from this unnecessary walking.

My usual procedure is to stop at a farm home during the day, and talk with the farmer's wife. The farmer is usually in the field or at the barn, and I have found it greatly to my advantage to interest the housewife first. There are two or three reasons for this. In the first

place, the farmer's wife has usually quite a lot to say regarding the purchase of anything involving as much money as a farm electric plant does. If you have not gained her confidence to start with, and made her believe that the improvement is important from her standpoint, she is likely to prevent the purchase, even though the farmer himself may be thoroughly sold on the idea.

In the second place a farm electric plant is usually of much more service to the farmer's wife than it is to the farmer, and I have a lot more to talk about to her.

In my demonstration outfit, I include not only lights, but an electric iron, an electric washing machine, and usually a vacuum cleaner. I can demonstrate the use of these accessories, and thus pave the way for a sale. After the wife is thoroughly sold, she tells the husband.

It is coming to the point, however, where it is going to be easier to sell the farmer himself, because we are getting more equipment for the barn that can be operated by electricity. For example, one of the most recent introductions to the trade is an electric milker that requires no installation. The entire equipment is on the pail cover, and a demonstration can be made in any barn by simply backing my demonstrating outfit up to the door and attaching the milking machine to the current. For farmers who have a string of cows to milk, such a demonstration is almost irresistible.

It has been difficult to make a demonstration like this before, however, due to the fact that most milking machines had to be sold on faith. The farmer had to make quite a large investment before he could see the machine in operation in his own barn. Of course we have attempted to make demonstrations by taking him to in-



stallations near by, but this isn't nearly as effective and nearly so easy as to make a demonstration on the farmer's own herd.

My standard question on ironing day that always gets the answer "Yes," is this: "Will you let me help you with your ironing?" I simply run a wire from my demonstration outfit into the house, and attach the electric iron which I carry with me, do a little of the ironing, and then turn the outfit over to the wife herself. After I get her accustomed to the use of the electric iron, I usually make an excuse to go out of the house and leave her with the outfit all by herself. I busy myself by looking about the place and estimating the requirements in the way of equipment that will make the installation complete.

By making a few notes and possibly a diagram or two, I am prepared later on to give a definite figure on a complete outfit, including the installation. But more important, the fact that the wife is left by herself with the electric iron, makes her want a farm electric plant. It is so pleasing to her to be able to iron continuously without having to change irons, that she sells herself on the equipment.

When I come back into the house after this demonstration, my usual question is, "Have you enjoyed your ironing today?" The answer invariably is "Yes." And then I follow with, "Your housework would be much easier if you had electric lights, an electric iron, and a vacuum cleaner, wouldn't it?" Of course she answers, "Yes." Then I follow with a demonstration of a vacuum cleaner, and after cleaning the rugs, I get another "Yes" from my prospect by asking this question: "These rugs are now much cleaner than after you go over them with a broom, aren't they?"

#### After the Farmer's Wife, Then the Farmer

My plan for getting a series of affirmative answers from the farmer himself usually works out about like this: I begin by asking, "Your buildings would be a lot safer if you had electric lights in the barn instead of being forced to use these lanterns, wouldn't they?"

Then I usually ask him, "You have heard, of course, that cows give more milk when they can have water before them all the time?" Whether he has actually heard of this or not, he usually answers "Yes," because

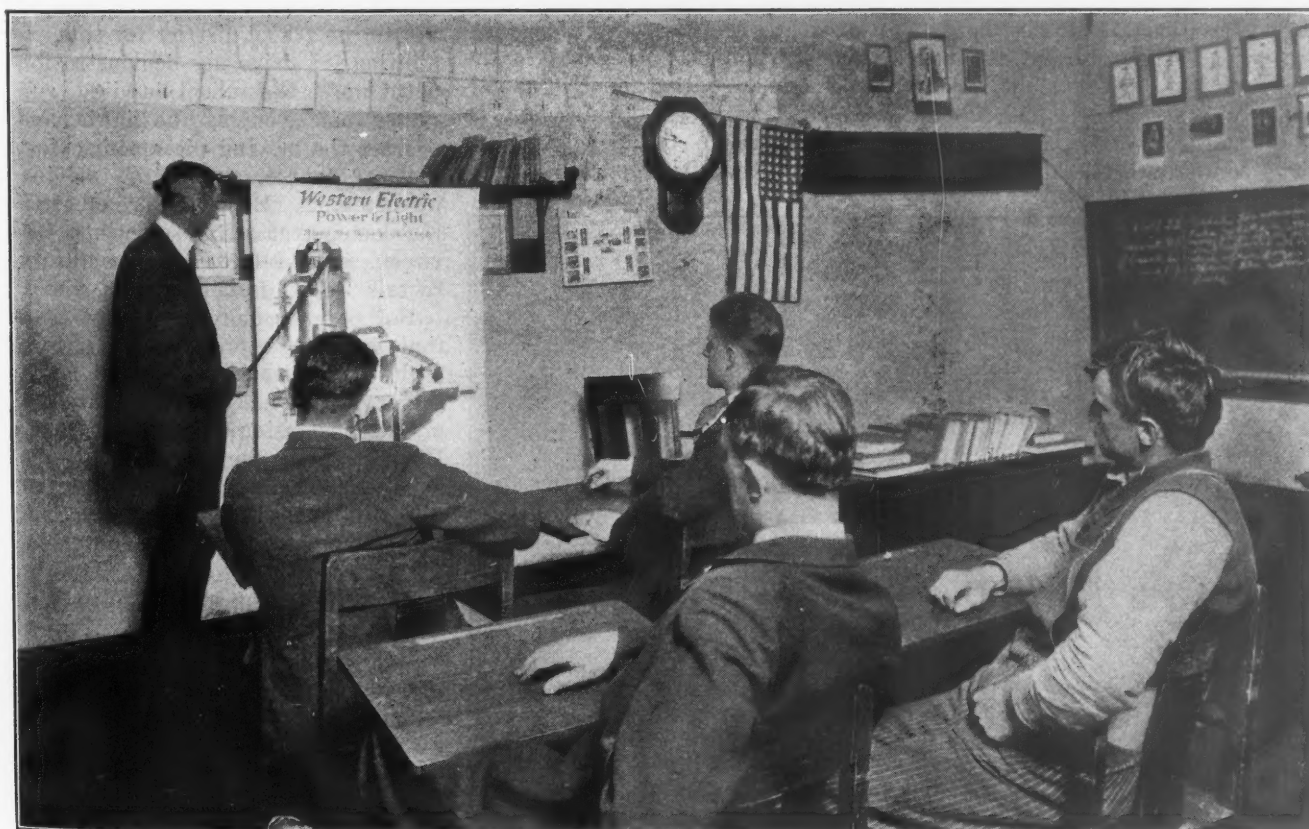
he doesn't like to appear ignorant. Then I show him how easy it would be to have a set of drinking bowls in the stanchions, so that the cows could drink whenever they feel like it. Of course I draw his attention to figures that show that cows do give more milk when they have water available all of the time.

Then I refer to the watering tanks in the yard, and ask him if he doesn't think it would be a lot easier to simply turn a faucet to fill these tanks, than it is to pump the water by hand or to take care of the windmill. Of course he answers "Yes."

The more trouble I can get him to mention, the stronger my case becomes.

I then ask him if he doesn't think it would be a lot easier simply to turn a button to have the water pumped, than it is to crank a gasoline engine and keep it in repair.

I think you will begin to see that my plan "knocks the pins out from under the farmer's arguments," so to speak. By the time I come to the important part in the closing of the deal, the farmer hasn't an argument left to put up against it, because throughout our conversation he has admitted as worthless each argument he might have had in his mind.



No matter what farm electric plant the dealer may be selling and no matter whether he is equipped with a motion picture outfit or not, the progressive dealer or

agent can utilize the country school house to good advantage. At times he can hold a group of farmers, say after a school board meeting, and explain his plant. He can

light up a school house from his own demonstration plant—and by its light sell his own plant and proposition. Or a school entertainment may offer a big opportunity.

I try to avoid giving a farmer an opportunity to talk against the price. My plan is to make him so interested in talking about the equipment and the advantage it is going to be after he gets it installed, that he doesn't have an opportunity to ask what the price is. I try to find out what terms would be agreeable to him before I tell him what the price is. I accomplish this by giving him an opportunity some time during the conversation to say whether he is short of money or not. If he is short of money, then I find out, if I can, whether he has Liberty Bonds or other bankable securities.

Before I call on him I find out his

financial standing at the bank. I do this to see whether I could bank a note of his, and, if I can, and he seems to need such financing, I suggest the note and explain that I will take it for a definite length of time, before I tell him what the price of the outfit is. Of course I try to get all of the details of the proposition settled satisfactorily in his mind before I mention the price.

#### How to Quote the Price

To mention the price, I usually divide it into whatever installments it seems wise for the particular customer. If I find that he has a regular monthly income from his dairy,

I divide it into monthly installments. If he does not have a dairy, but a definite income in the fall from his grain, or during the winter from selling his hogs, I divide the payments accordingly. And in quoting the price, I mention, first, the initial payment, and then the next payment, and so on, leaving it to the farmer himself to add up the payments if he so desires, to get the total. The single payments, of course, look much smaller to him than the total amount if I quoted it to start with. By leading him up to the total gradually, it is a great deal easier to get his order. Of course, the price I quote him includes the installation and the necessary fixtures and accessories.

In working this plan of selling, it is very important that I do not oversell either farmer or his wife on any of the equipment. If I should suggest everything I could think of, I would not make a sale at all. I want to have an opportunity to sell each customer something later on.

While it isn't so difficult to get the names of prospects, it does make a difference how you get these names. Some prospects are a great deal better than others. The plan that I have used quite extensively is to give moving picture exhibitions in school houses. I make a charge of \$10 to the school district for this exhibition. I drive my demonstration outfit up to the school building, run cables inside, supply the lights, and operate the moving picture machine, and, of course, supply the moving picture films. Either before or after the demonstration, or sometimes between reels, I have an opportunity to talk to the gathering as a whole.

But perhaps more important than that, is the opportunity I have to talk with the farmers before and after the exhibition as they gather around my demonstration outfit in the yard. During these conversations, I get very valuable information about the different men, which enables me to determine how near to a purchase each farmer is. Naturally, I work first on those that seem easy to sell, and this keeps my sales quota up to a high standard.

I find that it pays me to maintain a store in town. Although I am on the road most of the time myself, I am able to pay a man to have charge of the store and make a profit on his time. In the store I stock the various kind of fixtures and equipment that most people in the town and the country are interested in buying.

## For Show Window Excitement—Stage a Waffle Eating Contest

**T**HRONGS of Denver people witnessed a novel demonstration in the windows of the Denver Gas & Electric Light Company during a recent noon hour.

Three darky boys—good, healthy specimens of their race—sat about a table. Miss May E. Butterfield, demonstrator, operated a waffle iron. The three boys matched their appetites and their consuming power against the iron, and also against each other. They ate and ate until two, surfeited, dropped out, and a winner was acclaimed. The winner ate thirty-three waffles, in a row.

The contest started at 12.15, and

lasted about half an hour. The colored boys sat with their coats off about a table. One boy had his sleeves rolled up. A cash prize was offered to the winner.

A second contest was staged the following day, at the noon hour. From the boys' standpoint, it was a great idea. They wanted to come back for still another day—some tribute to the product of the electric waffle iron! However, the waffle demonstration was relegated to the background, so that another appliance for preparing food could be demonstrated in the window. But the sales of waffle irons continued.



A waffle-eating contest between three hungry pickaninnies, staged in the show window of the Denver Gas & Electric Company. The winner ate thirty-three waffles, but the electric waffle-iron was "still going strong" when his eager but weakening opponents surfeited with the electrically-prepared dainty, succumbed.



# Up-to-the-Minute Display Methods

## Sell Farm Electric Plants Now

When the Lights in the Church Failed—When the Farmer Wanted to  
Hold a Big Barn Dance—and When the Farmers Wanted  
Pictures on Saturday Night, This Go-Getter  
Was on the Job—and Sales Followed

By CHARLES H. SMITH

**“YOU** can't sell goods that people don't even know you have in your store,” said a merchant, voicing an axiom of selling in urging a better display of goods. This axiom is equally applicable to the selling of farm electric plants. And it may be added, that in addition to putting the plants on display it is necessary that farmers be made fully acquainted with the many advantages to be gained by owning such plants. The farm electric plant requires *aggressive* selling.

If sales are to be made, farmers must be shown exactly what it will mean to them to possess a farm light and power outfit; having electric lights in the house, the barn, the chicken-coop and other farm buildings; the advantage of being able to operate electrically a washing-machine, a churn, a vacuum cleaner, a flat iron; not to mention other uses of the plant. In short they must be shown all the comfort-giving, labor-saving features which are possible with electricity at one's command. And the first and most important step in accomplishing this is to put the plants on display effectively.

Few farmers will voluntarily come to the dealer's place of business to see a farm light and power plant in operation, to investigate its many possibilities for service, and then place their orders. The fact is that the dealer who merely has a plant on display in his store and who passively waits for business to “turn up” is not likely to be overwhelmed with orders. Farmers are not unwilling to make purchases of light and power plants, but they know that the plants cost money and right at the present time many of them are somewhat reluctant about investing. Notwithstanding this, in most communities the business is there, ready and waiting



Participation in rural development truck tours has proved to be productive of results pleasing to the Western Electric Company's dealers. The demonstrations of the power

and light outfit and the publicity produced by the “Go-Getter” moving picture film went a long way in helping to make purchasers of prospects.

for the dealer who has the “go-get-it” spirit.

In line with this spirit, the progressive dealer realizes that one of the most essential things he must do is to get his farm light and power outfits on display somewhere else than merely in his place of business. He knows that he must get them before the class of people to whom he expects to sell—the farmers who need the plants. To do this he must resort to demonstrations at places where farmers congregate and at times when they have leisure to investigate the plants. In other words he must display his wares to prospective customers at propitious times, if he expects to get prospects and to make sales.

### When the Lights Failed at Church

Of course on rare occasions the dealer has demonstrating opportunities and sales literally thrust upon him. A case in point occurred recently at Cascade, Michigan. The

local church had an “Apron Sale and Supper” scheduled for the week-end. At almost the last minute it was discovered that the gas plant by which the church was lighted had given out and that it was impossible to light the building. What was to be done? Someone suggested kerosene lamps; others favored gasoline lamps. Finally, some person suggested that some one see if the local agent for a farm electric plant would come out with his portable plant and furnish the light. Accordingly he was notified and, needless to state, gladly promised to be at the church on the appointed evening. He was there and had the church brilliantly lighted with lamps strung along over the defunct gas fixtures some time before the event began. The performance of the portable outfit was rendered more impressive because of the fact the efficient little engine chugged away on the church grounds unprotected from a heavy downpour of rain. And now the church is

considering ways and means of installing one of the plants to take the place of the old gas system. The further possibilities of this demonstration are limited only by the number of persons in the congregation. Every one of them can use a plant to advantage.

Another demonstrating opportunity which came to this agent with little effort on his part, occurred not many miles from the same village. Farmer Kilmer had emptied his big red barn of hay along in June and he was almost ready to put in the new hay crop. But before he filled the barn again he decided to have a good, old-fashioned barn dance. Accordingly he had the printer strike off a few hundred hand-bills notifying his neighbors and friends about the dance, hired the musicians and prepared to give the dance. Of course the dance was held at night—and of course lights were needed. Farmer Kilmer didn't want lanterns or lamps—they don't give very much light and are a fire menace too, he reasoned. In this dilemma he be-thought himself of the farm plant man and decided to ask him if he would come out and give a demonstration at the barn dance. The agent replied that he certainly would—and did. Something like a hundred people had the opportunity of examining the plant—the very people who were in need of exactly such a plant as the one they saw at the barn dance. And sales followed the dance.

But demonstrating opportunities display.



As a builder of larger sales, to say nothing of retaining customer good-will, a convention of satisfied purchasers is hard to beat, and it is not merely the "big business" man who can hold such a convention either. Here are pictured the apparently satisfied

and happy customers of a farm plant dealer, who got together for a little talk about their plants and their experience with them. As a sales builder the convention was well worth all that it cost and more.

like these are seldom to be had so easily. In mid-summer especially, when indoor affairs are not very numerous, the dealer must rely more on making his own opportunities for displaying his plant to prospective patrons. How one dealer made such an opportunity is best told by relating the circumstances of the demonstration which took place at Alto, Mich.

It was in this town, surrounded by many prospective customers that the farm light and power agent decided to stage his demonstration. The farmers needed his plants, they could afford to buy them and it was the agent's job to put his outfit on

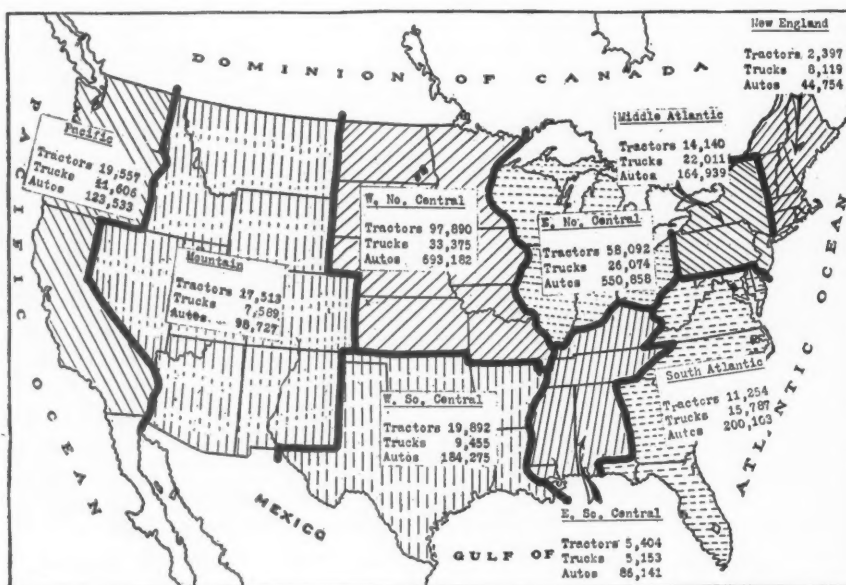
### Staging a Saturday Night Picture Show

Every Saturday night during the summer, the majority of farmers come to town to "stock up" with provisions for the coming week and so Saturday night was the time when the agent decided to give his demonstration. To draw the crowds he advertised that a "free motion picture show would be given on the Main Street of Alto" on the specified night. A small platform was erected on one side of the street upon which was placed the projector and upon which the operator stood. Just behind him was the plant which furnished the light to project the pictures.

The farmers began to arrive in town some time before the show was to start. The plant was in operation of course and a string of brilliant nitrogen lamps draped around and above the platform on wooden supports shed a white light, thoroughly illuminating the plant. It immediately became the center of interest for the arriving agriculturists who examined it closely and asked many questions regarding it.

Probably about five hundred persons witnessed the demonstration of the plant which furnished the current to project the pictures.

When the show was over more farmers examined the plant and when the crowd departed it went home apparently well pleased with the entertainment given. Since then there has been considerable increase in the number of farm lighting plants owned in the vicinity.



Some idea of the size of the market for farm electric plants may be gained from this map (reproduced from *Industrial Digest*) showing the distribution of motor

vehicles on farms in the United States. For every owner of a motor vehicle is surely a prospect for a farm electric plant and pumping outfit.



# "Let 'em Try 'em First"

Persistent Use of Little "Want Ads" Offering to Rent Electrical Appliances  
Has Developed a Substantial Business for the Cahn-Forster  
Electric Company, Denver—Almost Every Rental  
Results in a Sale of the Appliance Rented

By JOHN T. BARTLETT

**E**LECTRIC Chair for Rent." Probably the Cahn-Forster Electric Company of Denver is the only concern in the world which can hang out a sign like that, if it wishes to do so. It is not a "deadly" chair, however. Cahn-Forster rents it for \$3.50 a night, and it is in big demand among Denver secret societies.

Early last October the promoter of a Hallowe'en party came to the store with the idea. He was planning a party for his society. He wanted to have something unique. Could the store help him out? An electric chair, say—something that would shock the victim when he sat down, or a "worked by a button affair"? It would be a "hit" if, when the chairman had called for remarks and no one had responded, the pressing of a secret button would project a puzzled and astonished member from his chair.

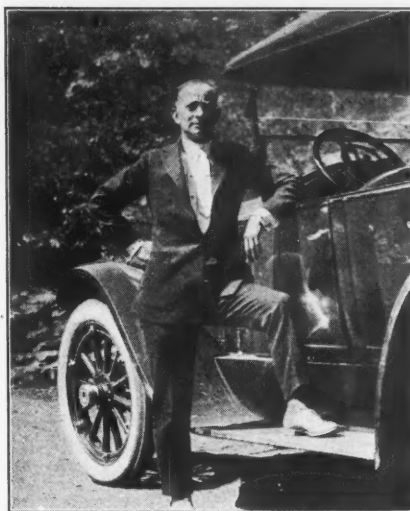
No sooner had Cahn-Forster made the first chair, and it had proved successful, than the store inserted a small advertisement in the "For Rent or Sale—Miscellaneous" column of a Denver Sunday newspaper. It was a little advertisement, costing not more than 50 cents.

"For Rent—Electric chair for initiations. Cahn-Forster Electric Company."

It was one of perhaps ten little want ads, under the same heading, but it got big results, at trifling cost.

In November the manager reported that the electric chair had been "out" practically every night for three weeks. Several sales of electric chairs had been made as a result.

And that is one form of the "rental service plan" of the Cahn-Forster Company, which maintains one of Denver's liveliest and most progressive electrical stores. While business success is almost invariably the product of a combination of favorable conditions, the management of this



Who wants an electric chair? Anybody who does can buy or rent one from Henry Cahn of Cahn-Forster Electric Company, Denver, and electric chairs are not the only electrical appliances sold or rented by this company. But if any one wants an electric chair for a merry little party, except the sinister kind held now and then in a state penitentiary, let him write to Henry, who will postpone his automobile trip long enough to fill the bill.

store attributes much to its rental plan. The company uses the slogan: "We rent anything electrical." It began to rent eleven years ago. For some eight years now it has been promoting its rental service with advertising effort. In display advertisements, the slogan: "We rent anything electrical" is used. The kind of advertising which gets the most marked results, however, is the little want ad. Two Denver Sunday newspapers are used, and through the week a third Denver daily. The advertisements are simple statements of facts, like this:

"Vacuum cleaners rented, 10c. per hour, or 50c. per day. Cahn-Forster, 1524-26 Glenarm Street."

"We rent electric heaters, Cahn-Forster, 1524-26 Glenarm Street."

Here are some of the appliances rented, and the rates charged:

Irons, 25 cents a day; medical batteries, \$3 a month; heaters, 25 cents a day, \$3 a week; vacuum cleaners,

10 cents an hour, 50 cents a day; vibrators, \$3.50 a month; sewing machine motor, \$3.50 a month; electric sewing machine, \$5 a month; floor sanding and polishing machine, 50 cents an hour, \$3 a day; electric drills, 50 cents an hour, \$3 a day. All kinds of motors are rented, from  $\frac{1}{2}$  hp. up to 50 hp. The rates of these vary with description. Something like 300 motors are "out," rented, at a time.

## Some Questions Answered

Isn't a rental department a lot of bother? Are people honest—do they return things promptly? Are people careful—isn't the depreciation heavy on rented equipment? Finally, where is the profit in the proposition? Making a leader of a rental department is most unusual among electrical dealers. Could others well do it?

These are some of the questions asked of Mr. McGovern, the manager. "Profitable?" Mr. McGovern laughed. "Why," he said, "we sell nearly all of the customers who rent. We sell so large a proportion of the various articles rented that nearly always the person who comes in to rent an article is given a new one.

"We tell the gentleman or lady that if when the article is brought back he or she wishes to buy, the first month's rental will be applied on the purchase price.

"We require all rents to be paid in advance. This is the way it works: The customer gives the article a trial in her own home, likes it immensely in many cases, and sells herself. The rent she has already paid is something on the purchase price, if she decides to buy. She can't get away from that thought. In a great majority of cases, we make a sale in this manner.

"The customer comes and gets the article, and returns it. We have found people honest—in fact, we have yet to lose an article. Occasion-



For eight years Cahn-Forster Electric Company, Denver, has been using little "want ads" to sell its rental service idea. The pulling power of these short and inexpensive messages is increased by running

them persistently throughout the year. Such is one plank in the advertising policy of the profitable business housed in the store here shown, for almost every "rental means a sale."

ally we stumble on a party who abuses the rented appliance, but in general customers are conscientious and careful. And then, as I said, most of the parties we rent to we end by selling to."

Cahn-Forster has been employing the little want ads now for some eight years, throughout each year. The pulling power of the short, inexpensive messages is naturally greater as a result of this persistence. Besides the results obtained, the cost of this kind of advertising is insignificant.

The Cahn-Forster Electric Company was established twenty years ago. It has a property with 25 ft. of frontage and depth of approximately 100 ft. The retail shop is 25 x 45 ft. There is a stock room, also a washing-machine room, with storage for a carload, in the rear. The second floor is given over to a well-lighted and convenient wiring and repair shop. Mr. Forster looks after this end of the business and Mr. Cahn the selling end. The company has four trouble shooters and sixteen employees in all.

For its display advertising the company uses four suburban Denver newspapers and some big-daily space also, but the company finds that the suburban papers get results at a much lower cost. The store changes window displays weekly, and finds that they are excellent pullers. Mr. McGovern is a strong believer in novel displays which incorporate motion and also a "mystery" flavor. Such novel stunts always appeal to the public.

## A Co-operation Ad to Sell the Electric-Washing Idea

BY FRANK H. WILLIAMS

An interesting example of co-operative advertising by electrical dealers recently occurred at Fort Wayne, Ind., when seven local electrical retailers got together and used a page ad in the local newspapers bearing this heading:

**Avoid That Monday Morning Drudgery By Doing Your Washing Electrically**

These firms are in a position to furnish you a good washing machine to do the work.

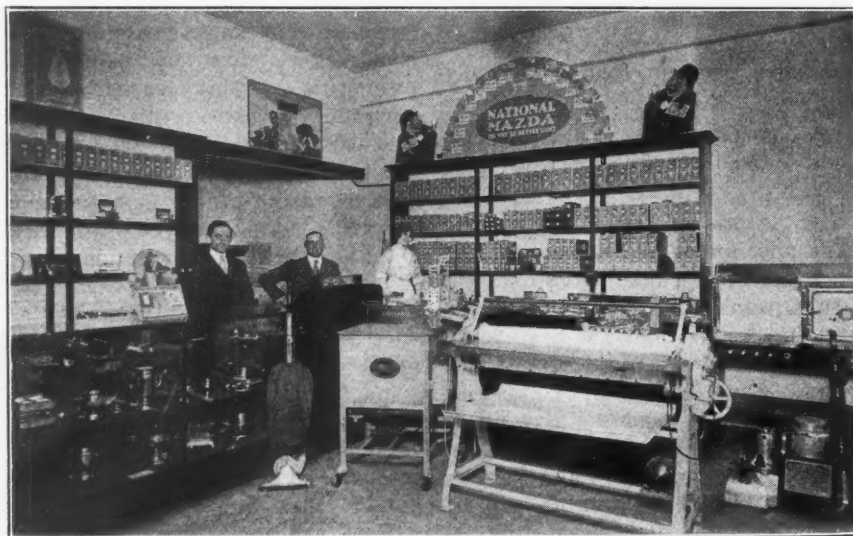
The advertisement appeared on a Sunday morning. The firms co-operating in the page were the following: Hoffman-Harber Company, C. C. Schlatter & Company, L. J. Libbing & Company, Dix-Kelly Electric Shop, Northern Indiana Gas & Electric Company, Indiana Service Corporation and H. Pfeiffer & Son Company.

The page was divided up into an equal number of small advertisements, of which nearly all were the same size. The extra ad—the eighth space on the page—was taken by a church sewing society which was putting on a bazaar. Each of the firms co-operating in the page used whatever sort of copy it desired. One of the features of the page was an illustration showing "The Old Way" and "The Modern Way" of doing the family washing. The first illustration showed a woman bending over a steaming tub of suds and bearing an extremely tired and worried look on her face. The other showed a washing machine doing the work while a woman was seated at ease in a rocking chair near by reading a book.

This was the first time that the retail electrical firms of the city had ever got together in any sort of a co-operative stunt and the success attained by this first effort is expected to lead to other co-operative stunts of a similar nature.

Isn't there a hint in this for the electrical retailers in other places?

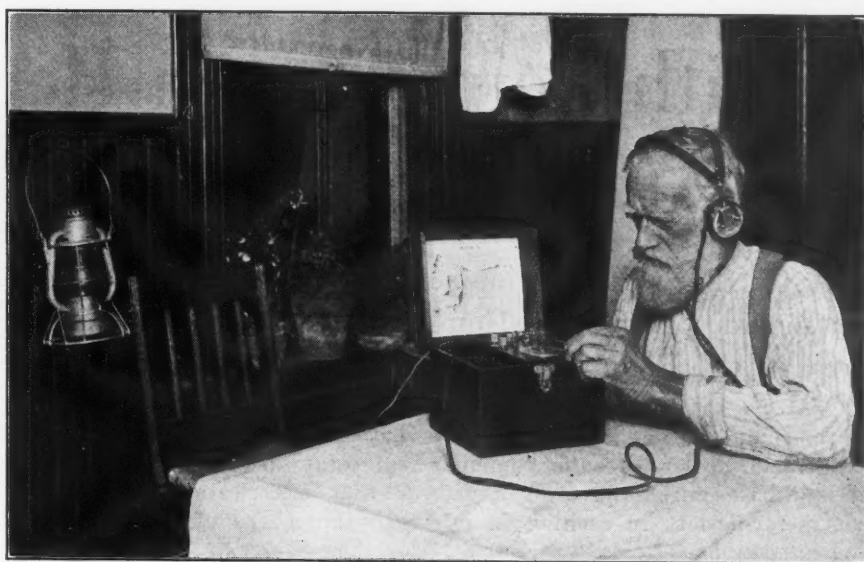
## Helping the Osage Indians Fit Up Their "Wigwams Electric"



We've heard a lot about how badly the poor Indians got stuck when our progenitors persuaded them to accept \$24 for Manhattan Island. But out in the oil country of Oklahoma the situation is different. There every Indian in the Osage Nation is paid more than \$1,000 per month by the government.

And so the city of Panhuska, Okla., situated in the middle of this wealthy Indian territory, provides a fine field for an up and coming electric shop. That's the kind McPherson Brothers run, and the picture shows how they display the delights of electricity to the Packard-driving red men.





Standard time, market reports and the latest thing in concert performance are now available to the farmer with a radio receiving set. No longer is it necessary

for him to drive into town to find out what's going on. Every farm can make practical use of a moderate priced receiving set. And there are plenty of farms!

## Farmers Now Get News of Markets by Radio

**New Radio Service Opens Opportunities for Dealers to Sell Radio Sets to Farm Buyers**

**T**HE importance of radio to the rural population of the country has been a dominant note at the Radio Telephone Conference in session at Washington during February and March. Radio not only makes the isolation of the farm a thing of the past but brings quickly to the farmer the agricultural information needed in the intelligent conduct of the farm business.

The broadcasting of weather, crop and market reports is the most important use to which the radio is now being put, in the opinion of various radio experts attending the Conference.

"There is no single use of radio, except for marine and aerial purposes, that should take precedence over its utilization for the benefit of agriculture," states W. A. Wheeler, delegate representing the United States Department of Agriculture at the Conference. "There are more than 32,000,000 people on farms, comprising nearly one-third the total population of the United States. Most of these people are located where they are practically cut off from immediate contact with the outside world. The radio is the only means of getting to them quickly at small cost the economic information

necessary in the proper conduct of their business."

### Daily Weather, Crop and Market Reports

Mr. Wheeler outlined the Department's method of broadcasting weather, crop and market reports from radio telegraphy and radiophone stations of the Post Office Department. Daily market reports on the live-stock, grain, cotton, hay, feed, fruits and vegetable markets are broadcasted over virtually the entire United States, and farmers located almost anywhere can receive them either direct or with the assistance of amateur operators. A number of state bureaus of markets and agricultural colleges are also broadcasting both local and national market and crop reports by radio telegraphy and radiophone.

With regard to the broadcasting of music and entertainment Mr. Wheeler stated that "anything in the way of entertainment that will afford the farmer even a slight diversion from his daily labors will immeasurably redound to the benefit of the whole nation. In many instances the only entertainment the farmer has comes by radiophone." The element of time in dispatching

weather, crop and market news is a big factor affecting the value of such reports, Mr. Wheeler said. In cutting hay or harvesting grain an hour's delay in the dispatch of weather reports may mean a heavy loss.

### Prompt Daily Reports Mean Money to Farmer

An early morning report on market conditions and the estimated receipts at the market that day is of great value to the live stock grower about to ship a carload of hogs to market. Prompt daily reports on the fruit and vegetable markets enables the farmer to determine when and where farm products are most needed and to arrange his shipments accordingly. A sudden frost may kill an entire fruit crop. By radio, warnings of severe temperature changes or of storms can be instantly flashed to an entire district.

"When thousands of tons of food products are threatened with destruction by impending storms or floods, ordinary methods of communicating warnings are too slow" Mr. Wheeler said. "Market news to be of greatest value should be received the same day. The prompt receipt of reports on the conditions of crops is also of great importance. The radio is the only means of quickly communicating these various kinds of information to the farmer."

A rapid movement in the formation of "Farm Radio Clubs" composed of farm boys and girls interested in radio is taking place throughout the country, it was disclosed. Armstrong Perry, of the Boy Scouts of America, declares that the members of the Scouts organization are ready to lend every assistance in the dissemination of Government news.

### Chicago Trade Board Broadcasts Market Figures

The Chicago Board of Trade began on March 6 to send broadcast its market quotations by wireless telephone at thirty-minute intervals to bring the producer in closer touch with the market. The first report went out over a 360-meter wave at 9:30 a.m. The final report of the day was sent at 1:15 p.m.

Members of the board believed that the new service would prove of immense value to farmers of the Middle West. The present sending will cover a radius up to 150 miles for the average receiving set and up to 500 miles for the best sets.

# Toronto Starts with Four Aces in Her Home Electric Campaign for 1922

Organized by the Society for Electrical Development, Toronto, Undertakes a Program Which Includes Three New Houses and One Old One to Be Rewired—Montreal Is Also Planning an Active Spring Campaign

**I**F THE electrical industry in Toronto debated the matter from all sides before finally making up its mind to put a demonstration Home Electric on exhibition, it is making a thorough job of it, now that it has started. By Jan. 1 no fewer than four Electric Home demonstrations were on the program for the first three or four months of 1922! The first home was open for two weeks in January; the second two were later to be opened at the same time in opposite parts of the city; and the fourth house will be an old home-rewired for exhibition purposes, with the idea of showing that electrical conveniences may be had in old homes as well as in new.

Probably the most interesting feature of this campaign is the way local electrical contractor-dealers are being kept informed of all direct and indirect results of the campaign. The campaign was organized by Kenneth A. McIntyre, Canadian representative of the Society for Electrical Development, and is being run by the Electric Home League, an organization representing all groups of the local electrical industry. One

of the committees appointed was the "contractor-dealers' results committee," whose duties were to assist contractor-dealers in cashing in on the campaign.

Accordingly, on the Monday after the first Home was closed to the public, a meeting of contractors and dealers was held in the Home, and the results, so far as known, were laid before them.

## Helping Local Electrical Dealers to "Cash In" on the Home

"At this meeting," says B. L. Baulch, chairman of the results committee, "many evidences came to light of the new way the public is learning to think of adequate wiring. Electrical contractors themselves who took part in the movement had sold themselves the idea of selling a complete wiring job instead of an inadequate one. Real estate men were reporting insistent demands from home seekers for well wired homes, with plenty of convenience outlets. One real estate man conceived from the Home the idea of having attractive lighting put into his houses and showing

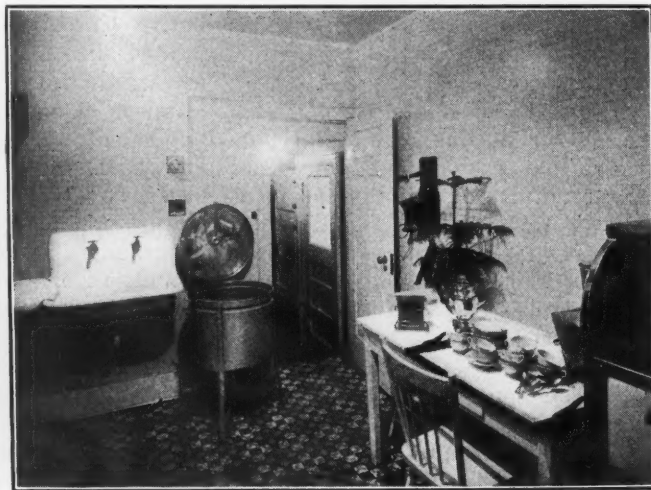
visitors through them at night. Other real estate men reported that this or that electrical convenience had been the means of selling a house for them.

"Scores of instances were reported by electrical dealers, of course, of appliances being sold as a direct result of their exhibition at the Home.

"Another interesting result was the flood of inquiries among furniture dealers for wired furniture, similar to the wired tea wagon and dining table which were in the Home.

"Local newspapers, in their real estate columns, every day now, carry such notes as: 'This home wired like the Electric Home;' 'This home thoroughly wired;' 'This home has plenty of convenience outlets.'"

Toronto's first Home, in the two weeks it was open, had a total attendance of 19,500—and this was in a city where public opinion kept the Home closed on Sundays! The house became a topic of local conversation from the first day it was opened, when the Mayor was present to deliver the welcoming address, and the president of the Women's Canadian Club opened the door of the Home with a

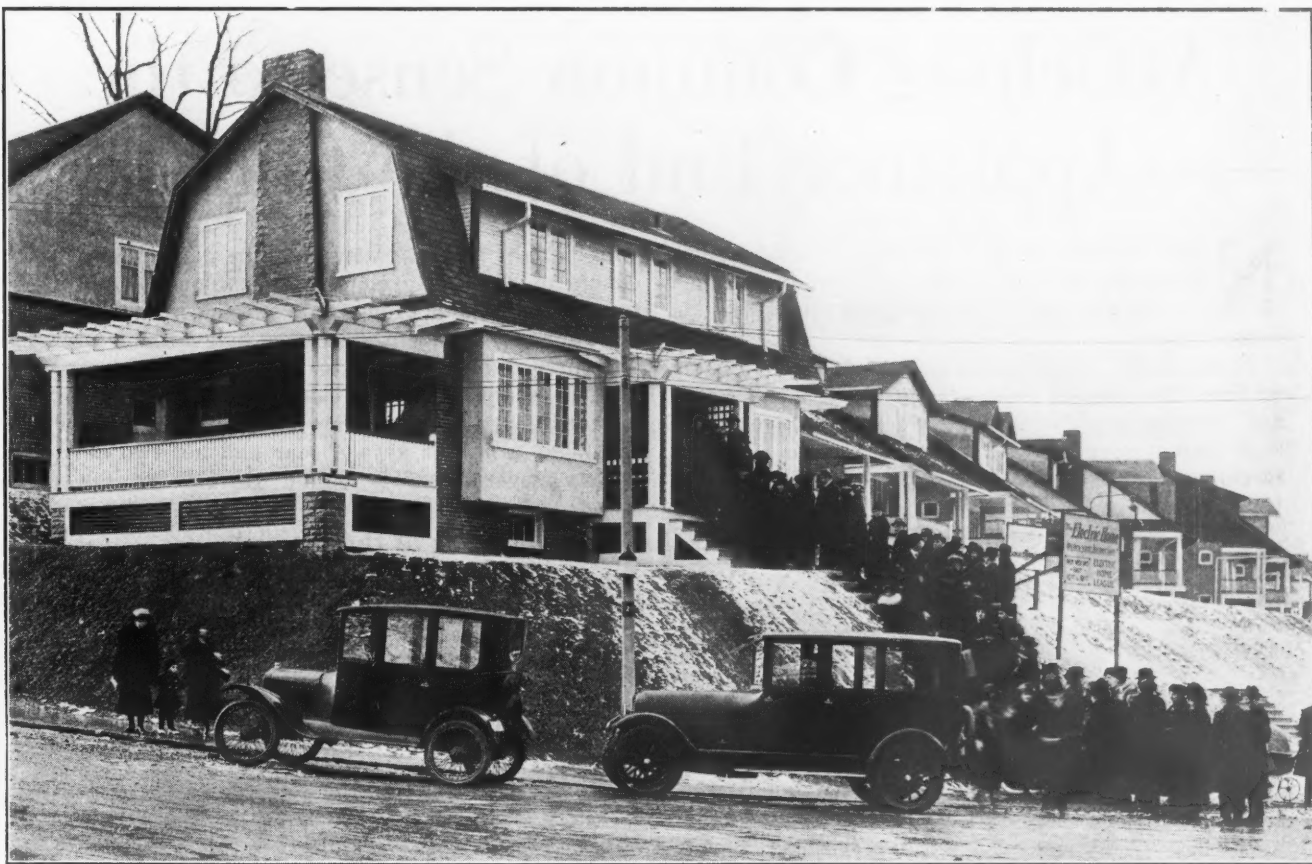


Visitors were taken through Toronto's Electric Home in small groups, to make sure that no one missed the complete story of electrical home conveniences. In each room

a demonstrator was stationed, who pointed out and explained the appliances and wiring plan. Shown here are two corners which women visitors, especially, found of inter-

est—the kitchen, with its electrical dishwasher, the electrical range and smaller electrical appliances; and the dining room, with its wired dining table.





Toronto's first Electric Home, in the two weeks it was open, had a total attendance of 19,500—and this was in a city where public opinion kept the Home closed on Sunday, the day when an Electric Home in the

United States would have its largest attendance! The house became a popular topic from the first day it was opened, when the Mayor was present to deliver the welcoming address. Wise management and thor-

ough publicity kept the Home so constantly before the public that a waiting line of visitors like this was no uncommon sight in the two weeks the Home was open. Three other Electrical Homes will follow.

golden key, exclaiming that she "felt like a good fairy opening the door to Fairyland!" After that, of course, the success of the home was assured. Church women's clubs visited the Home in parties. School teachers voluntarily took the Electric Home as a composition subject, and school children swarmed to the Home to get material — bringing their parents, too. Domestic science teachers came to ask if their classes could attend, and the domestic science faculty of Toronto University was invited. One afternoon, students taking the electrical engineering course at the university came to study the wiring layout. A special day was held for architects and builders.

But the best publicity "stunt" for winning popular interest was the wireless set installed by the Marconi company in the sewing and play room of the Home. Concerts were given by wireless telephone every afternoon and evening. And the message was broadcasted, before each number, that "this number is being given for the benefit of visitors to the Electric Home." Consequently, many inquiries came by wire to the

Marconi station — "Where is this Electric Home?" Even the demonstration talk itself in the sewing and play room was given by the wireless

outfit and amplifier, a man merely standing and pointing out the various appliances and wiring conveniences while the wireless explained them.



In all the talks and demonstrations in Toronto's Electric Home, emphasis was laid on adequate wiring and convenience outlets even more than on the appliances themselves. Here, in the living room, for example, while visitors were shown each ap-

pliance and electrical device, their particular attention was called to the convenient switches and wall receptacles. Even the tea wagon was wired, to show how the electrical tea things could be made still more easy to use.



# Attaching Common Sense to the Appliance End of the Cord

**N**EXT door to us lives a lawyer. His house is wired for electricity and he is making money. So the sob-story he told us the other night is interesting:

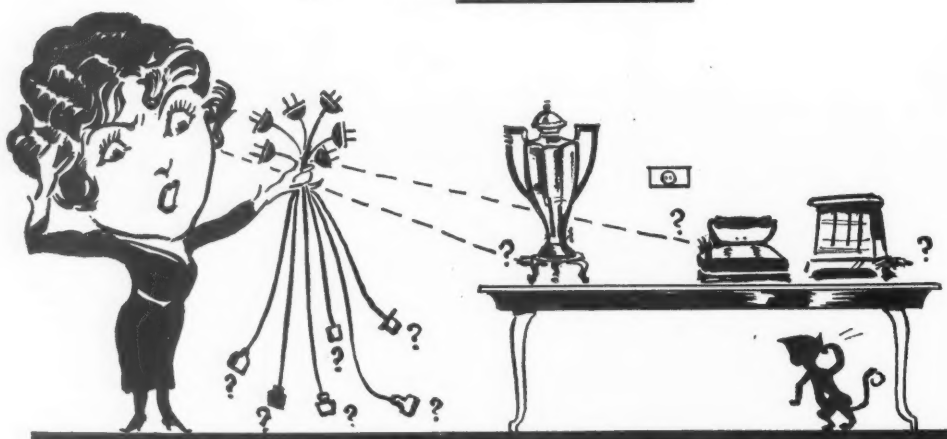
"Last night," ran his chronicle of grief, "we came in from the movies, cold. 'How about some coffee and toast and waffles?' suggested Mrs. Blackstone. 'Only one answer to that,' I agreed, and so I started to connect up the toaster and percolator and waffle

iron. Right there I found that the percolator had a couple of flat knife edges to hook on to, and the toaster had round prongs. The waffle iron had two flat gadgets in tandem. Took me half an hour to find the three different cords to fit those fool things.

"The trouble with that electrical industry of yours is that they're jealous—jealous of the locksmiths who can make a million keys a year and not two alike?"

Our lawyer friend is right! Here—

**We've Standardized on the Attachment-Plug Ends of these Cords—  
Why Not the Appliance Ends?**



With all this talk about flappers making two-color jobs of their faces and smoking Honest Long Cut in clay pipes with silver trimmings, wouldn't it be a shame for the electrical industry to be the cause of the fair ones going in for cussin'? And yet, if every time a woman wants to hook up an electric iron or a

percolator or a toaster she has to play solitaire with a shuffled deck of cords in order to find plugs with features that fit her appliances, her thoughts may overpower her! Can you blame her if she rips out a string of expletives that makes the seasoned family cat blush to the roots of his whiskers?

**And Why Not Use Standard Parallel Blades for this Connection  
at the Appliance?**

Wouldn't it be fine business if a woman could pick up *any* electric appliance — iron, or toaster, or what not—and connect it up with *any* cord? If you have any doubts about the answer, ask your wife! With every electrical appliance fitted with standard parallel blades, every attachment cord could

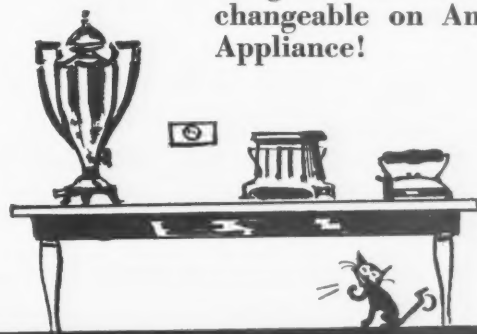


be fitted with a standard plug connector on one end and the standard plug on the other. Then the convenience and pleasure of using electricity as a home helper would be multiplied a hundred fold.

Again, we say, if you have any doubt about this, Ask Your Wife!



Each Housewife Would Have Her Set of Handy Cords—Different Lengths—All Interchangeable on Any Appliance!



With standard attachment blades on all appliances and standard plug connectors on all cords, the average home could be equipped with handy sets of cords of

different lengths. Some might be fitted with feed-through switches, some with switch-plugs, and some plain. But *any* cord would fit *any* appliance.



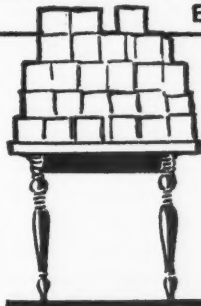
She Could Plug Them All Together for an Extra Long Extension, When She Needed It.

And with standard-plug connections on both ends of all attachment cords, the house wife could connect several cords together to form an extra long connec-

tion. That would help in bringing a floor lamp where its rays would illuminate the cleaning of the hall closet. Also when she serves tea on the side porch!

**Appliances Would Be Sold Cordless, Minimizing Cord Bother.**  
**And the Dealer Would Offer, as Boxed Merchandise, Quality Cords, with Switches.**

STANDARD APPLIANCE  
CORDS, ANY LENGTH  
(STANDARD PLUG  
CONNECTIONS ON BOTH  
ENDS)



APPLIANCES WITHOUT CORDS.  
SAVE MONEY BY BUYING YOUR  
APPLIANCES THIS WAY, AND  
BUY ONLY AS MANY CORDS  
AS YOU NEED.



Look what the plan will do for the electrical dealer: On the one hand (his right, in the picture) he can sell cords as *package goods*, having available attachment cords fitted with standard-plug connections on each end. Such cords could be supplied in half a dozen convenient lengths. And on the appliance counter

would be his percolators and irons and toasters ready for delivery *without* cords, thus enabling him to price these articles at attractively lower prices. The appliance manufacturer would be spared the nuisance of furnishing cords. The dealer would be able to sell high-grade cords. And the public would be pleased!



# What It Costs to Be a Jobber

An Interpretation of the Survey of the Net Sales and of the Operating Expenses of  
Five Jobbing Houses Just Made Public by the Electrical  
Supply Jobbers Association

By EARL E. WHITEHORNE

**A**N EXTREMELY interesting and informing study of the cost of distributing electrical supplies has just been made public by the Electrical Supply Jobbers Association covering a six months' analysis of sales and operating expenses in five representative jobbing houses of the country. The figures appear in the accompanying table and cover a period of six months. A further report on the six months immediately following will be available in the near future.

The many difficulties which have beset the jobbing industry within the last few years, including the rapid increase in the volume of small order business, and the growing trend toward the creation of an indiscriminately large number of competing distributors, have steadily cut down the profits of the wholesalers. It has been difficult to know which goods should be sold and which should be avoided. In consequence it becomes more and more imperative that a thorough and comprehensive investigation should be made of the costs of distributing electrical materials. Late in 1920, therefore, the jobbers' association made an appropriation for this purpose and five of the largest, most efficient and representative houses were designated for study. These five houses are widely scattered so that the influence of varying local conditions is well provided for.

A two-months' test was taken and the results were analyzed. Some of the facts presented were so unexpected and so disconcerting in their inference that a number of manufacturers with whom these conditions were discussed questioned the possibility of their being accurate. So it was suggested that a committee of ten leading manufacturers be appointed to police the investigation and to establish its authenticity beyond question, the accounting firm of Niles & Niles was retained to have supervision over the organization and

## *Distribution Must Be Put Back on Its Feet*

It is a good thing to know the facts even when they hurt. These figures present facts of the kind which must be faced not alone by the jobber, but by every manufacturer, contractor, dealer, central station and industrial plant that does business with the jobber. The jobber can not go on this way. Distribution in this industry must be put back on its feet.

conduct of the work, checking and certifying to all figures.

The consolidated summary presented here embraces total figures classified and segregated under forty-one different heads, being the leading lines of materials or groups of similar character. It shows the net sales of each class by these five houses for this period of six months, dividing them into sales of material carried through the warehouse and also shipments direct from the factory and it shows the percentage of the total sales represented by each class of goods.

Against this the summary spreads out clearly the character and extent of the operating expenses involved in the selling of each line, the financial and accounting expense, the selling expense, the warehousing cost, the total and the percentage of the selling price that is eaten up. Then it gives some most pertinent statistics as to the number of bills and credit memos that are made out in the course of selling these goods, the number of items on the bills, the average amount of these items, the

number of units shipped and called for and the average selling price of these units shipped and called for. *These figures do not include any overhead charge for interest on investment.*

A little study of these figures will develop some startling comparisons. The percentage of the total sales represented by some of the stable lines is surprising. The amount of the operating expense entailed on some lines is out of all proportion. The number of bills and credit memos involved is appalling. The number of units and their value in the different classifications sheds some light on the present condition of the jobbing business. Before making these deductions, however, it is well to bear in mind a few of the conditions under which this survey was made.

In the first place these figures were obtained in the first six months of last year, which was a period of extreme depression and low volume of business. These figures are therefore conservative, but the jobbers and the manufacturers who co-operated in this investigation all agreed that it would be better to make the test at such a time, rather than to have the slightest possibility of doubt that they might show conditions better than they really are. They undoubtedly show higher costs than they would in 1920, yet the industry faces a good many years of falling market, and though the improvement of business both in volume and in character is already manifest, a conservative attitude towards the cost and value of sales is justified.

The important consideration is this—that though these figures might show some variation in different times and as applied to different houses, the relative values would remain the same. The comparative costs of selling different classes of material would stand true. This is the most valuable lesson in the whole analysis. In short, it shows which kinds of electrical materials are the

most economical to sell and the most expensive to sell, and in this way points out which classes of business are the most profitable. Out of this must come the realization that certain lines must be sold in some other way by the present distributors, or through some other channel of distribution, for obviously a line that can not be sold by the jobber, as at present handled, without a direct loss on every item sold can not be permanently distributed that way. Such a conclusion is inevitable.

Consider for instance the No. 1 which is wiring devices. This is one of the prime staples that have always been looked upon as part of the bread and butter business. About 80 per cent of it passes through the warehouse. It totals 6.66 per cent of the total sales. But the operating expense included in handling these wiring devices figured 20.59 per cent and every jobber and every manufacturer of this material knows that there is not this much profit for the jobber in this line. In other words, every time a socket or a switch was sold out of those houses they lost money. A third of a million dollars was bulked in these sales of wiring devices and they made out 17,858 bills and credit memos to take care of it. All this work and all this business and they lost money over it in not

one house but five, and not for one month but six.

Then look at heating devices, a line which has been pushed hard, backed by tremendous pressure of publicity, supported by great dealer interest and a growing popularity. These five jobbers sold \$167,467.93 worth of heating devices, almost \$23,000 worth a month each and it totaled 3.37 per cent of their whole sales. But it required 10,337 bills and credit memos to handle it and because a good many parts are sold the average selling price per unit was only \$3.31 and it cost 25.95 per cent of the selling price for operating expenses and nobody made a cent on the business because there is not that much profit in the business.

And in the same way flashlights, batteries and cases bulked .63 per cent of the business, but it cost 29.21 per cent to handle, which is more than it pays. And porcelain knobs, tubes and cleats, .92 per cent of sales, cost 31.70 per cent to handle, which is more than it is worth. And metal moulding and fittings, totaling .23 per cent of the sales, cost in all 34.74 per cent to handle. Imagine it! "Other conduit fillings" cost 41.55 per cent to handle. Fuses cost 24.62 per cent and 22.96 per cent to handle. Lighting fixtures cost 32.09 per cent to sell and ironing machines and parts 53.25

per cent, with washing machines and parts at 18.84.

Clearly the jobber can not continue to do business and lose money at it. When any one of these five jobbers sells an ironing machine, and it is substantially the same with other jobbers, he is spending one-half of what he gets in operating costs without a living chance to make a cent. It was high time that these figures were found and known. On a five million dollar business here, 144,487 bills and credit memos were made out, there were 288,931 separate items on the bills, 1,025,103 separate units of material had to be gathered and shipped, and the average selling price of all these units shipped and called for was \$3.83! The average operating expense on the entire business figures 18.88 per cent of the selling price.

It is a good thing to know the facts even when they hurt and these facts certainly are of that kind. It presents a problem of vital import not alone to the jobber but to the manufacturer and to the contractor, dealer and central station. For these goods must be distributed, but palpably they can not very much longer be distributed by these methods and on existing policies, because the jobber can not make money doing it this way. A better way must be found.

## Sales and Operating Expenses by Commodities for 5 Electrical Jobbers For Six Months Ended June 30, 1921

	NET SALES				OPERATING EXPENSES										Bills and C/M Issued	Items on Bills and Issued	Avg. Amt. of Bills and Issued	Units Shipped and Called For	Avg. Selling Price of Units Shipped and Called For
	Warehouse and Called For	Direct	Total	% of Total	Financial and Accounting	% to Sales	Selling	% to Sales	Warehouse	% to W. H. and Called For	Total	% to Sales							
1 Wiring Devices.....	208,405.61	63,028.18	331,433.79	6.66	17,191.68	5.19	30,139.61	9.09	20,907.03	7.79	68,238.52	20.50	17,858	41,183	8.05	165,798	1.82		
2 R. C. Wire and Lamp Cord.....	255,980.89	135,008.89	390,989.78	7.86	9,084.89	2.32	23,245.90	5.95	12,322.86	4.89	44,832.75	11.47	7,832	15,287	23.58	33,977	7.33		
3 Weatherproof Wire.....	83,165.80	122,960.78	206,126.58	4.13	2,831.88	1.38	8,212.60	3.75	3,121.81	3.75	14,165.09	6.90	1,506	2,598	81.83	4,561	18.23		
4 Bare Copper Wire.....	12,261.47	49,631.61	61,893.08	1.24	744.48	1.20	4,418.99	7.14	554.79	4.32	5,718.26	9.24	292	341	181.56	547	22.42		
5 Rapid Conduit.....	123,211.92	45,480.24	168,692.16	3.39	3,225.02	1.91	8,385.15	4.97	7,798.92	6.33	19,407.09	11.50	2,332	5,938	28.41	31,118	3.96		
6 Other Conduit Fittings.....	41,039.59	7,818.00	48,857.59	.98	4,348.41	8.90	8,307.86	17.19	7,555.30	18.41	20,301.57	41.55	4,445	13,379	3.65	71,193	.58		
7 Porcelain Knobs, Tubes and Cleats.....	39,301.94	6,609.96	45,911.90	.92	1,807.79	3.84	5,700.12	12.43	6,944.60	15.38	14,533.52	31.70	1,800	2,309	10.65	90,810	.43		
8 Conduit Type Fittings.....	66,948.08	10,219.62	77,167.70	1.55	5,701.14	7.59	9,602.12	12.43	7,855.85	11.73	23,249.11	30.13	5,489	18,010	4.98	39,705	1.12		
9 Large Mains Lamps.....	591,150.37	25,249.86	616,400.23	12.39	13,842.42	2.25	38,026.47	6.17	18,536.75	3.14	75,199.66	12.20	12,065	23,478	26.25	58,872	10.94		
10 Flash Lights, Batteries and Cases.....	24,867.43	6,303.80	31,171.23	.63	2,684.50	8.59	4,110.81	13.15	2,337.30	9.40	9,132.61	29.21	3,403	6,683	4.68	17,018	1.46		
11 Fans.....	104,745.08	12,446.89	117,191.97	2.36	2,176.84	1.80	9,429.27	8.05	4,496.58	4.29	16,102.69	13.74	2,053	2,773	4.26	5,562	18.83		
12 Enclosed Fuses.....	18,194.80	2,216.61	20,411.41	.47	1,484.20	6.34	2,910.89	12.43	1,368.39	7.52	5,763.48	28.62	1,658	3,193	7.33	11,480	1.56		
13 Renewable Enclosed Fuses.....	29,286.27	1,701.91	30,988.18	.62	1,585.81	5.12	3,287.18	10.61	2,238.02	7.65	7,111.41	22.96	1,526	3,331	8.77	15,913	1.84		
14 Flexible Metallic Conduit.....	39,714.68	4,255.37	43,970.05	.88	1,294.31	2.74	2,922.03	6.65	2,147.28	5.41	6,274.22	14.27	1,183	2,380	18.47	7,062	5.19		
15 House Goods.....	20,112.30	9,391.94	29,504.24	.59	2,104.47	7.13	3,594.70	12.06	2,124.83	10.56	7,793.40	26.41	2,585	4,470	6.60	15,240	1.32		
17 Tools.....	11,775.45	5,522.46	17,297.91	.35	1,492.70	8.63	2,378.88	14.91	1,537.43	13.23	5,629.07	32.54	1,474	2,672	6.47	4,010	2.34		
18 Metal Moulding and Fittings.....	5,006.33	2,278.26	7,284.59	.23	684.82	1.05	2,113.24	18.08	1,331.14	14.10	3,931.20	34.74	698	2,208	6.12	5,515	1.23		
19 Watt Hour Meters.....	7,245.17	22,615.59	29,860.76	.60	614.31	2.06	2,396.58	8.03	474.69	6.55	3,485.58	11.67	430	581	51.60	602	12.04		
20 Non-Metallic Flex. Conduit.....	49,353.44	2,076.72	51,430.16	1.03	1,209.51	2.47	4,365.35	8.58	2,775.01	5.02	8,010.47	16.74	1,193	2,280	22.56	7,919	6.23		
21 Tape—Rubber and Friction.....	26,935.92	10,074.66	37,010.58	.74	1,771.08	4.79	3,094.86	9.98	2,358.78	8.70	7,824.70	21.14	2,067	4,245	8.72	30,404	.80		
22 Street Lighting Fixtures and Parts.....	7,980.84	27,183.38	35,164.22	.70	841.26	2.40	4,908.27	14.00	549.07	6.98	6,298.60	17.97	607	956	38.67	2,343	2.42		
24 Safety Switches.....	27,586.37	18,664.87	46,251.24	.94	1,700.12	3.78	5,969.07	10.64	1,968.00	6.84	8,738.09	18.77	1,841	3,225	14.43	7,190	3.88		
25 Dry Batteries.....	48,981.58	8,651.96	57,633.54	1.16	1,635.61	2.84	3,948.00	6.85	2,085.75	4.26	7,669.36	13.31	1,808	2,352	24.50	13,924	3.79		
26 Miniature Lamps.....	53,209.51	55,123.32	108,332.83	1.11	2,207.71	4.01	6,778.90	12.30	2,164.13	4.07	11,150.74	20.22	5,190	10,632	11.57	11,577	4.60		
27 Carbon Lamps.....	8,008.48	9,492.90	17,501.38	.36	579.72	4.48	1,304.04	10.07	1,151.63	14.38	3,035.39	23.44	762	1,018	12.72	8,127	.90		
28 Pole Line Hardware.....	48,290.84	44,659.71	92,950.55	.97	2,983.28	3.21	11,231.50	12.08	6,335.59	13.53	20,750.37	22.32	2,469	4,905	19.54	66,691	.72		
30 Wood Cross Arms.....	27,754.75	25,018.00	52,772.75	1.06	1,010.22	1.91	4,843.32	9.18	5,190.97	18.70	11,944.61	20.93	707	1,294	40.78	26,182	1.15		
31 Glass Insulators.....	19,855.30	44,283.13	64,138.43	.89	1,021.32	2.31	4,372.15	9.87	2,471.28	9.81	7,854.85	17.76	539	1,256	26.36	19,166	1.31		
32 Bare Iron, Steel Wire and Strand.....	12,827.77	17,986.48	30,814.25	.63	519.79	2.93	2,822.41	15.96	1,300.87	10.14	4,643.07	26.25	539	948	20.86	2,590	4.94		
40 Specialties Miscellaneous.....	32,360.42	6,433.77	38,794.19	.78	1,367.08	3.52	7,117.07	18.24	1,535.89	4.74	10,029.64	25.82	1,465	2,051	18.92	3,817	8.48		
41 Washing Machines and Parts.....	237,550.47	15,704.60	253,255.07	6.00	5,118.22	2.02	33,451.31	13.21	9,132.25	3.85	47,721.88	18.84	4,008	5,792	43.73	9,285	28.88		
42 Ironing Machines and Parts.....	98,538.51	9,545.83	108,084.34	2.63	846.56	1.78	20,622.32	43.26	3,250.29	3.29	25,981.73	33.25	559	629	78.81	385	75.82		
43 Vacuum Cleaners and Parts.....	105,708.02	2,056.99	107,765.01	2.17	2,280.78	2.12	15,043.24	13.96	3,105.85	2.94	20,426.67	18.90	1,900	2,514	42.97	5,802	17.91		
44 Electric Ranges and Ovens.....	58,877.95	91,191.31	150,069.26	3.37	2,101.63	2.30	14,434.31	16.83	4,497.67	7.94	21,033.61	23.07	1,751	2,367	38.53	2,430	24.33		
45 Heating Devices.....	143,818.28	25,649.65	169,467.93	3.37	8,760.39	5.23	23,819.95	14.22	10,879.70	7.56	43,460.04	26.95	10,337	15,769	10.62	43,386	3.31		
46 Miscellaneous.....	70,495.90	79,670.14	150,166.04	3.02	7,716.95	5.14	11,492.50	7.66	8,070.16	11.46	27,279.61	18.18	8,135	15,951	9.41	50,464	1.40		
47 Automobile Accessories.....	304,912.18	35,205.68	340,117.86	6.84	6,845.81	2.46	40,800.13	14.64	13,449.92	4.54	72,028.86	21.18	8,167	15,141	22.46	19,665	15.49		
48 Lighting Fixtures.....	347,139.61	22,558.63	375,698.24	7.63	14,845.74	3.90	60,048.31	18.19	37,877.03	10.91	121,771.06	32.09	13,408	24,085	18.75	44,659	7.77		
49 Apparatus Sales.....	164,001.94	173,837.92	337,839.86	6.80	6,794.06	2.91	29,836.58	8.82	14,747.28	8.96	51,377.80	15.18	4,278	6,975	48.52	11,293	14.68		
50 Sundry Commodities.....	137,180.72	138,782.59	275,963.31	5.54	6,664.82	2.49	38,575.80	13.98	9,838.42	7.19	53,998.84	20.04	5,767	12,261	22.51	29,092	3.51		
TOTAL.....	3,722,438.72	1,252,647.45	4,975,086.17	100.00	153,553.99	3.09	537,222.01	10.80	248,761.62	6.68	939,537.62	18.96	144,487	283,931	17.53	7,085,105	3.63		

This amount includes \$4,793.82 outgoing transportation, which generally is not considered operating expense, but should be added to these expenses to obtain total cost

of handling this commodity. Compiled by the Sub-Committee of the Committee on Accounting and Statistics of the Electrical Supply Jobbers Association, 411 South Clin-

ton Street, Chicago Ill. Copyrighted by the Electrical Supply Jobbers Association, February, 1922. A report on the second half of 1921 will soon be issued.



## Washington Radio Conference Reports Proposed Assignment of Wave Lengths



©Underwood &amp; Underwood

Here are the legislators and technicians who gathered at the invitation of Secretary of Commerce Hoover to discuss the problems arising from the rapid increase in radio broadcasting. In the front row are Secretary of Commerce Hoover, former Postmaster General Will Hays, General

George O. Squire, Congressman W. H. White of Maine, former Congressman Shirley. In the second row: Dr. Louis Cohan consulting engineer of the War Department; Prof. C. M. Jansky, Jr., Edwin H. Armstrong, Columbia University; Harry F. Breckel, Dr. Alfred Goldsmith, New York City.

**T**HE radio-telephone conference called to convene at Washington by Secretary of Commerce Herbert Hoover on March 9 reported back to the Secretary its recommendations for new radio laws placing the control of radio communication in the hands of the Department of Commerce, and outlining specifications for wave lengths of various classes of radio communication.

Concerning control through amendment of existing radio laws, the committee says:

"Resolved that the conference on radio telephone recommend that the radio laws be amended so as to give to the Secretary of Commerce adequate legal authority for the effective control of the establishment of all radio transmitting stations except amateur, experimental and government stations and of the operation of non-governmental radio transmitting stations.

"Resolved, That it is the sense of the conference that radio communication is a public utility and as such should be regulated and controlled by the Federal Government in the public interest.

"Resolved, That the types of radio apparatus most effective in reducing interference should be made freely available to the public without restriction."

### Reserve Wave Lengths Below 6,000 Meters for Radio Phone Use

The committee recommends that wave lengths below 6,000 meters should in a general way be reserved for radio telephone service, but that those wave lengths which have become fixed in service for telegraph service within this range, such as S O S signals, shall be retained. But it is the hope and expectation that the radio telephone may ultimately keep the whole range from zero to 6,000 meters.

The committee considers that the present development of the art war-

rants the separation of twenty different wave bands within this range, of which seventeen lie between zero and 2,000 meters. In the assignments of these wave bands the committee recommends that priority first be given to broadcasting service and that, secondarily, broadcasting service itself should be divided into priorities in the following rotation: First, government broadcasting; second, educational and public broadcasting; third, private broadcasting, including entertainment, news, etc., and fourth, toll broadcasting.

In reserving of wave lengths between 150 and 275 for amateurs the committee recommends that amateurs shall police themselves as to division of their wave bands between different varieties of amateur work.

It is recommended that wave lengths for radio telephony be allocated in bands according to the class of service as follows:

### Allocation of Wave Lengths by Classes of Service

Transoceanic radio telephone experiments, non-exclusive, 6,000 to 5,000 meters.

Fixed service radio telephony, non-exclusive, 3,300 to 2,850 meters.

Mobile service radio telephony, non-exclusive, 2,650 to 2,500 meters.

Government broadcasting, non-exclusive, 2,050 to 1,850 meters.

Fixed station radio telephony, non-exclusive, 1,650 to 1,550 meters.

Aircraft radio telephony and telegraphy, exclusive, 1,550 to 1,500 meters.

Government and public broadcasting, 1,500 to 1,050 meters.

Radio beacons, exclusive, 1,050 to 950 meters.

Aircraft radio telephony and telegraphy, exclusive, 950 to 850 meters.

Radio compass, exclusive, 850 to 750 meters.

Government and public broadcasting 700 miles inland, 750 to 700 meters.

Mobile radio telephony, non-exclusive, 750 to 600 meters.

Mobile radio telegraphy, exclusive, 650 to 525 meters.

Aircraft radio telephony and telegraphy, exclusive, 525 to 500 meters.

Private and toll broadcasting, exclusive, 435 to 410 meters.

Restricted special amateur radio telegraphy, non-exclusive, 310 meters.

City and state public safety broadcasting, exclusive, 285 to 275 meters.

Technical and training schools (shared with amateur), 275 to 200 meters.

Amateur (exclusive, 150 to 200, shared with technical and training schools, 200 to 275 meters), 275 to 150 meters.

Reserved, below 150 meters.

## Besides Which, the Underwriters Saddle Our Business with "Inspection Charges!"

"Samuel Untermyer, counsel for the Lockwood committee, last night repeated his charge that the fire insurance underwriters and allied lines of insurance were extorting 'grossly excessive premiums from the public,'" reports the *New York Times* of March 11. "His reiteration of his charge was made in an open letter replying to a communication from W. E. Mallalieu, who on Thursday took up the defense of the National Board of Fire Underwriters in an open letter to Mr. Untermyer.

"Among the members of the National Board of Fire Underwriters are men of high reputation," writes Mr. Untermyer. "What I intended to say of them and what I, in point of fact, did say was that the methods of the board were not reputable, and I repeat that statement with emphasis. You say that they are

banded together for the protection of life and property. I say that they and their allied bureaus are banded together primarily for the purpose of extorting grossly excessive premium charges from the public. It is, of course, to their interest to protect life and property against loss by fire; but if you mean to imply that this is for a humanitarian purpose rather than for profit, I differ with you.

"For every \$100 paid in premiums only \$42 are paid in losses. The rest is absorbed in expenses, many of which are, to speak charitably, of a doubtful character, particularly the moneys paid to influence legislation and for the maintenance of publicity and propaganda bureaus. I am speaking from the evidence taken from the official records of the companies."







# Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas



**Watch  
these Men!**

"TWO of your best friends are the paperhanger and the painter, and it will pay you well to stand in with them," writes in a prosperous reader who is doing a big business selling from leads that many electrical men overlook.

"Every time the decorator makes a contract with a home owner to do some redecorating, he opens your case for the installation of convenience outlets.

"Find out what jobs the paperhanger and painter have coming along. Then go to the houses where they are about to spread new mural delights and give the owners a chance to get their convenience outlet wiring done first.

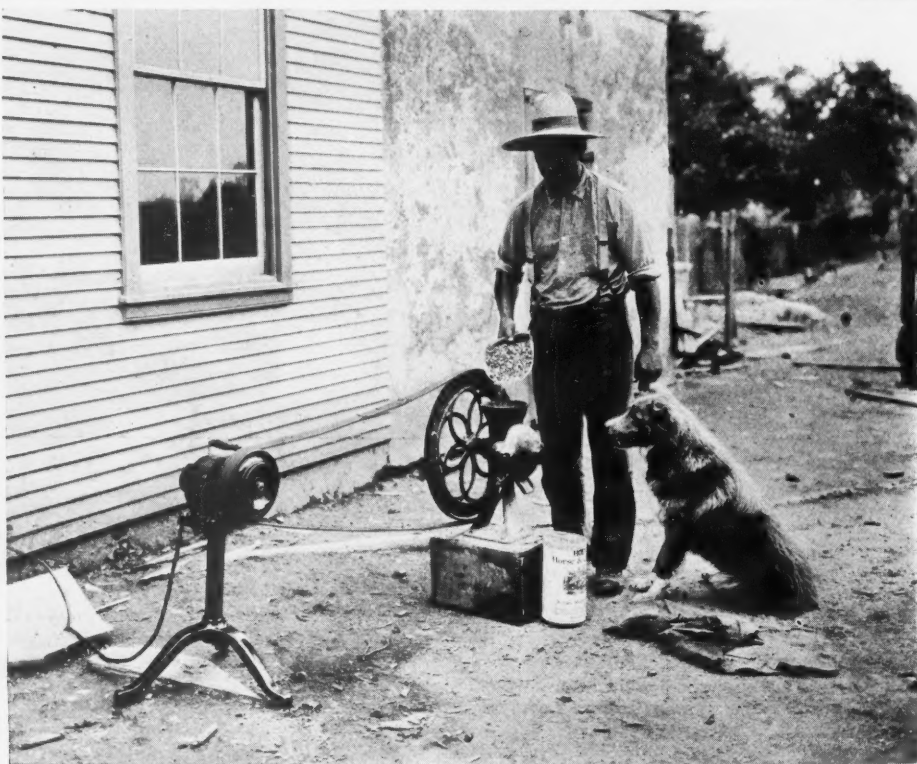
"Watch out for the decorator's flivver, driving his ladders and tables and paste brushes to the next location. Watch not only its destination, but the house it comes from. For the newly decorated home is the place to

talk new fixtures. There is nothing like new wall paper to make an old or out-of-date fixture look impossible. And while they're at it the householders might just as well finish the job of home beautifying by putting in lighting fixtures that harmonize with all the other furnishings.

"Watch these men—the paper hanger and painter—and follow up their jobs for some choice wiring and fixture prospects!"

# Electric Farm Needs Fewer Workers

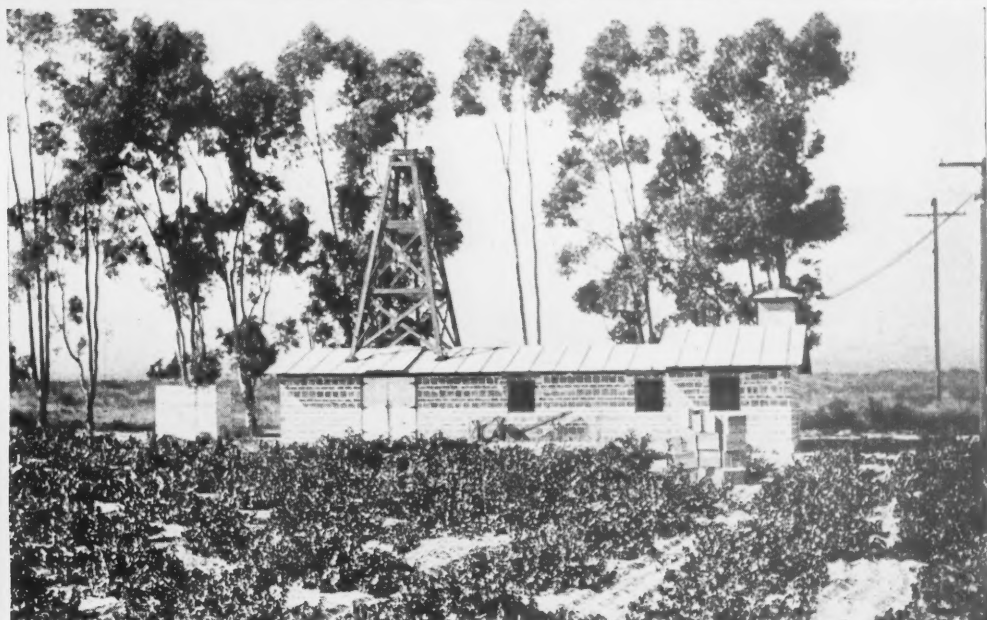
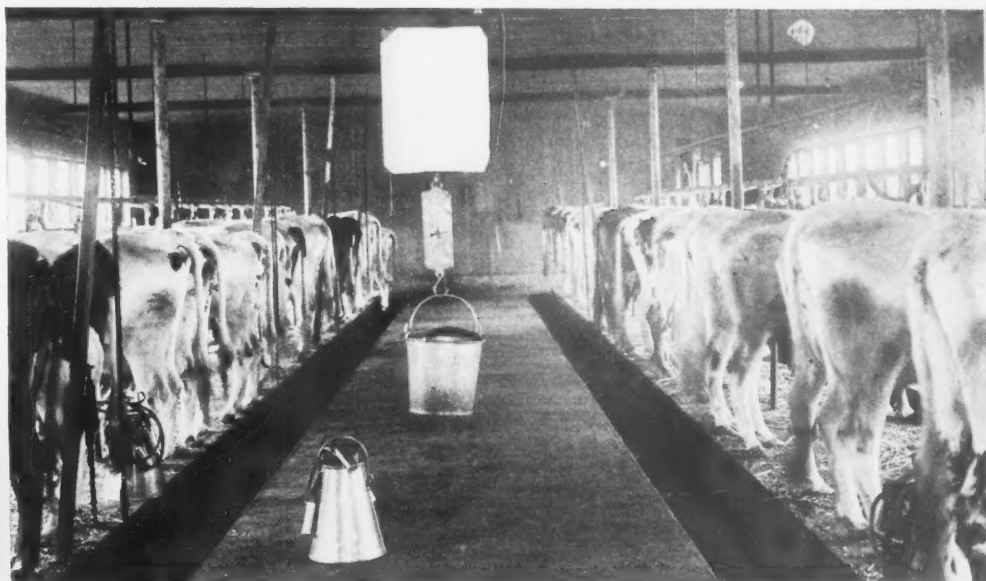
**W**HEN it comes to selling an electric light and power plant to a farmer, the farm plant dealer naturally wants to be armed with the strongest possible "reasons why." And despite the economic upheavals that have followed the war, the question of getting farm workers is still a difficult one for the farmer. Let the farm plant dealer, therefore, point out that a farm well equipped electri-





## and Has a Better Chance to Get Them

cally needs at least one or two less workers than a non-electric farm, and that the electric farm is certainly looked upon with more favor by a farm worker than a farm on which everything is done by hand-power. These pictures, from electrically irrigated farms in the West to kitchen laundries in the East, will help to suggest the ways in which electricity lightens the burdens of farm work.

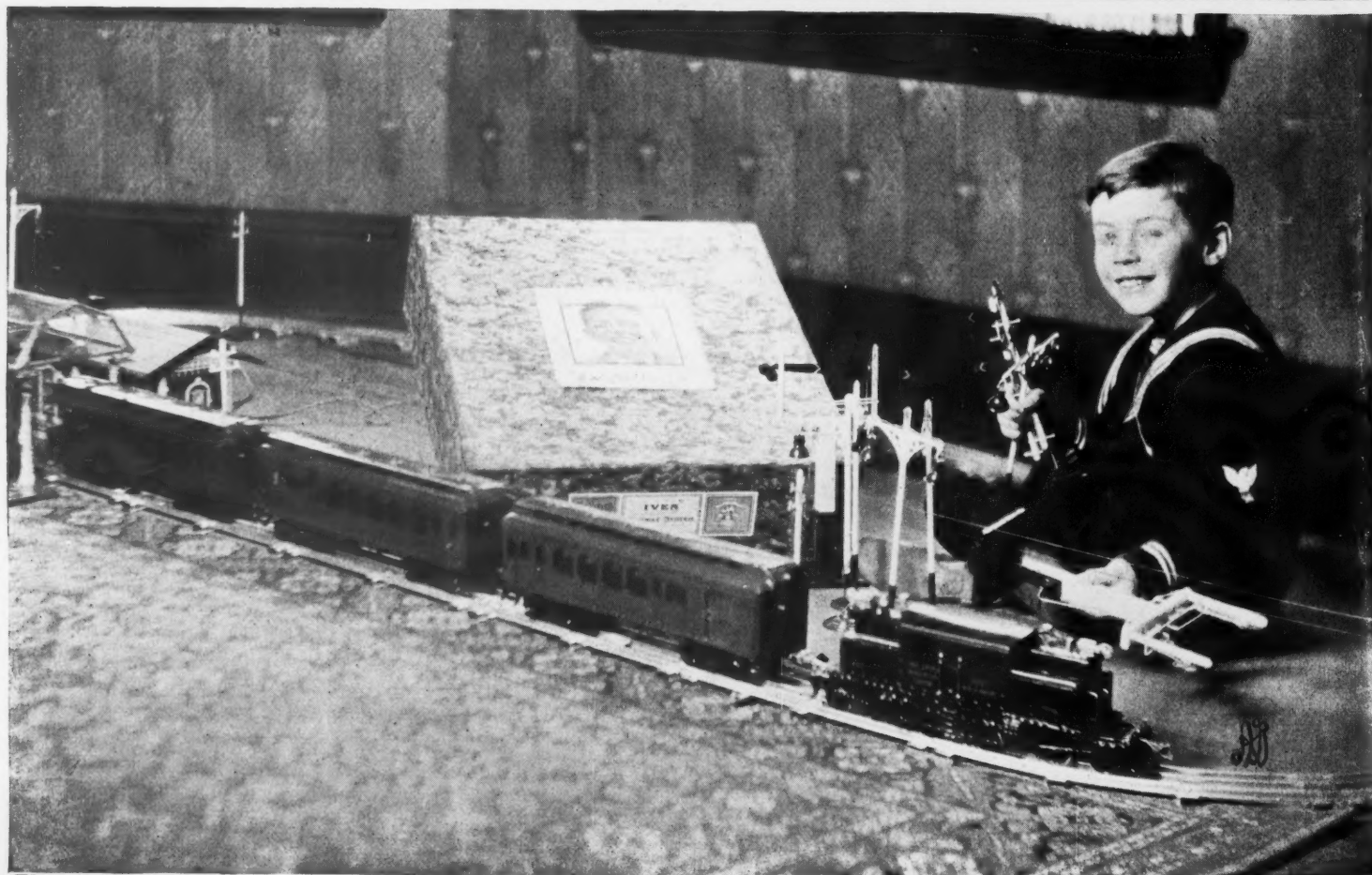
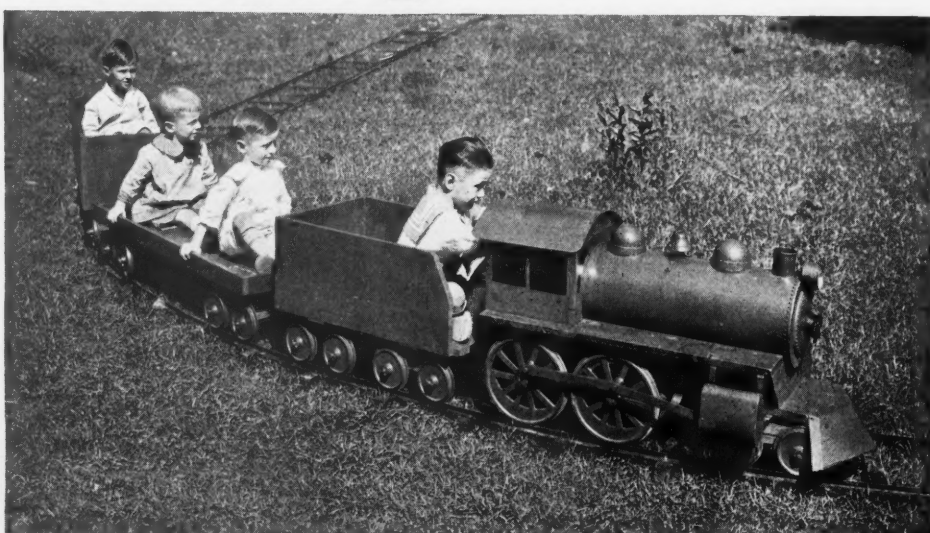




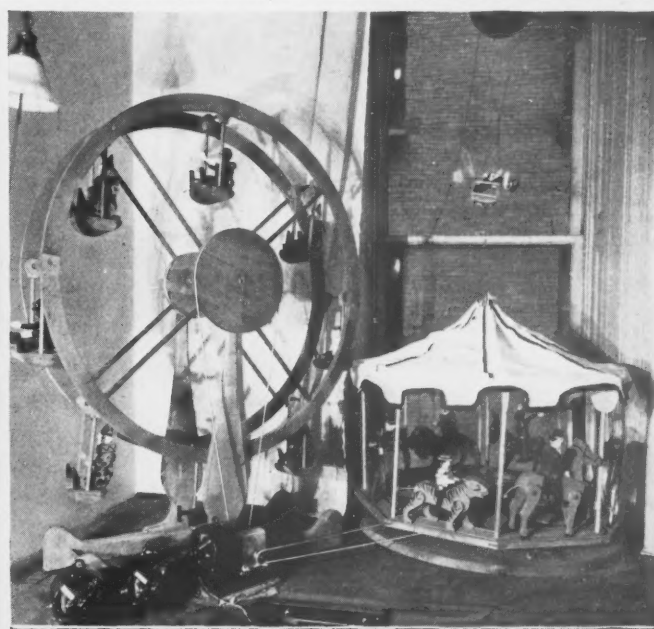
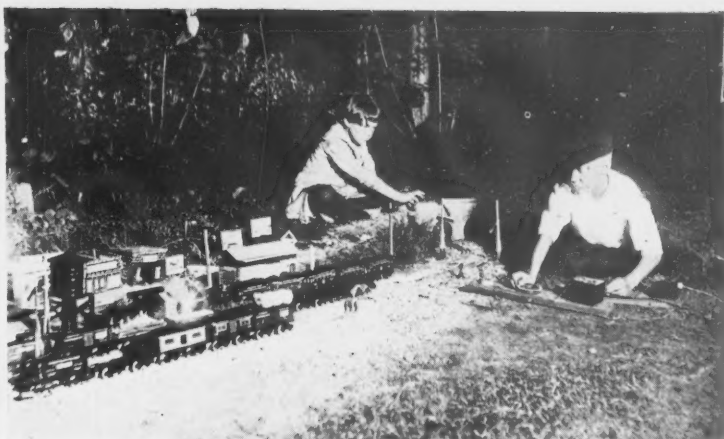
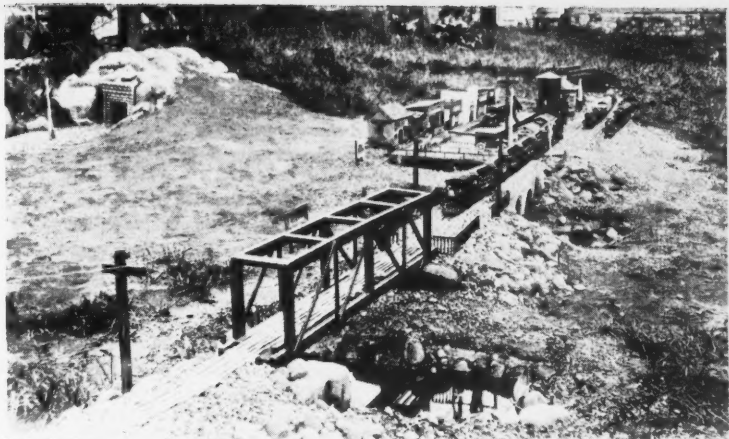
## Sell Electrical Toys All the Year Round

**I**F THERE'S never been any official investigation to determine at what season of the year toys are most popular, it's simply because there's been no need of it. Anyone under ten years of age will tell you that toys have the same magic in summer as in winter. Besides, birthdays come all the year round, and the gift-giving impulse, strange to say, is not confined to the Christmas season.

Electrical toys are like any other toys in that respect, at least. And one advantage they have over others is that they can be used just as well outdoors in spring, summer, and fall as indoors in winter—on the open porch, in the back yard, or in fact wherever a cord can be brought from an outlet in the house. Many a live electrical dealer has started an interesting rivalry among the boys in his neighborhood by offering prizes for the best electric railway system—including tunnels, bridges, lights, and stations erected in the back yard.









## Spring Days Are Here to Help You Sell Electric Things for Boat and Car

**S**PRING FEVER, long berated by the uninformed as a brake on business, is really a mighty asset for the man who sells electrical goods. For when spring fever whispers in the ear of the motor boat "bug," or the ardent autoist, a great desire for better equipment is awakened. And of all the refinements for floating or rolling hobbies, *the most essential accessories are electrical.*

Radio made its debut at sea, and makes a strong appeal to every boating enthusiast. Electric bell, horn, riding and running lights and searchlight

also belong aboard every pleasure craft, and now is the time to remind your yachtsmen that you sell all sorts of marine electrical gear.

Even greater are the electrical needs of the motor car owners—and there are ten million cars in use today! Storage batteries, headlights, spotlamps, parking lights and stop signals; air pumps, vacuum cleaners, vulcanizers and battery chargers—not to mention sets of spark plugs, fuses and light bulbs—all hit the motorist where he lives. Now is the time to display them!

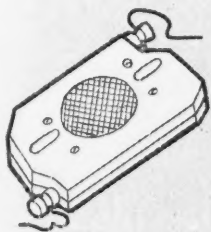
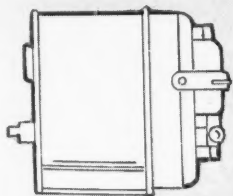
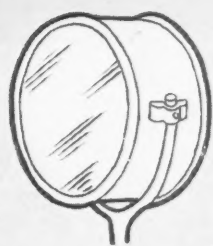
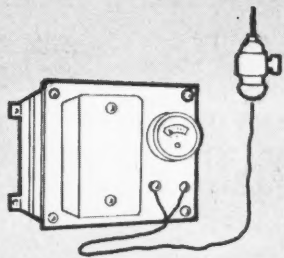


*Electric Coffee and Toast for Chilly Nights on Board*

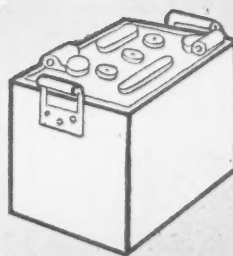
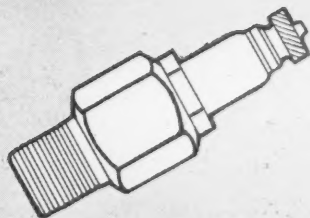
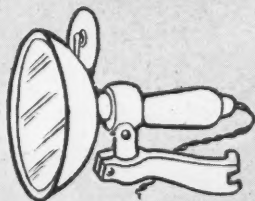
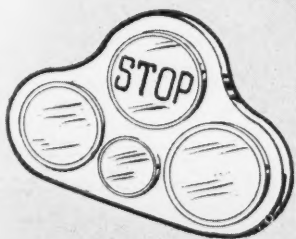
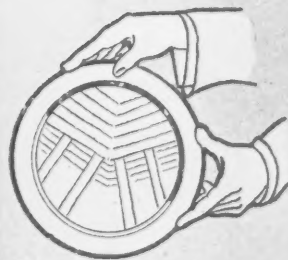
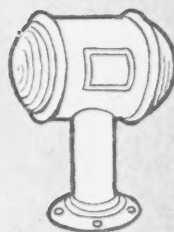
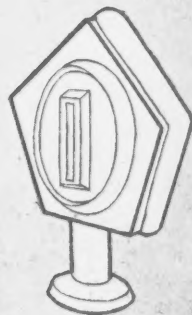
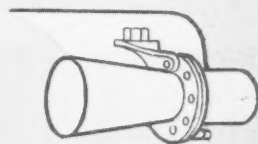


*Every Motor Boat "Bug" is a Radio Prospect*





*Every Car  
a Throbbing  
Market For  
Electrical  
Accessories*





# Marion

—a good old line of  
**Household Electrical Servants**  
under a good new name

A name that we will popularize from one end of the country to the other.

A name that shall always stand for full service to both seller and user.

The first of our National Advertising will be a full page in the *Saturday Evening Post* April 8th advertising the Flipflop Toaster.

There will be an advertisement in the *Post* every month this season as well as in other mediums. One of the July ads is shown on the opposite page.

And we want the trade to remember this—

- the line of Marion Ranges (formerly Rutenber) is the most complete in the country and we believe they call for less servicing than any other make.
- the Marion Flipflop Toaster is the leader and we furnish a window demonstrating device free.
- the new Marion Iron, shortly to be announced, will create a sensation, and other new ideas will be introduced month by month.

Write for catalogue, prices and full information on our sales plans. And to start things right include an order for the Table Stove described on the opposite page.

**Rutenber Electric Company, Marion, Indiana**

New York - Chicago - Kansas City - Los Angeles - San Francisco - Seattle

*Electrical Merchandising Pictorial, April, 1922*

# Marion

## Electric Table Stove

This is the most complete electric table stove on the market, made to give the user complete satisfaction, not to meet a price.

Order a sample and try it out at home and we are certain that you will Okeh it.

"Marion Means Business in 1922"—business for every dealer who ties in with our aggressive sales and advertising plans.



### My new Marion table stove

"What comfort I am having this summer, doing lots and lots of my cooking right on the table—and the family..."

Fact is, that one can prepare a charming hot-weather dinner for two or three entirely on this Marion Table Stove. Do it quickly, too, without leaving the table, and serve everything hot and tasty. Can't you see how you would enjoy this?

#### Looks interesting, doesn't it?

The top grid can be used as a regular stove for coffee or cereal while toast is browning below. Or use the shallow pan for hot cakes, while bacon or sausage is browning below the glowing coils. And dozens of such combinations.

#### And all done so quickly, too

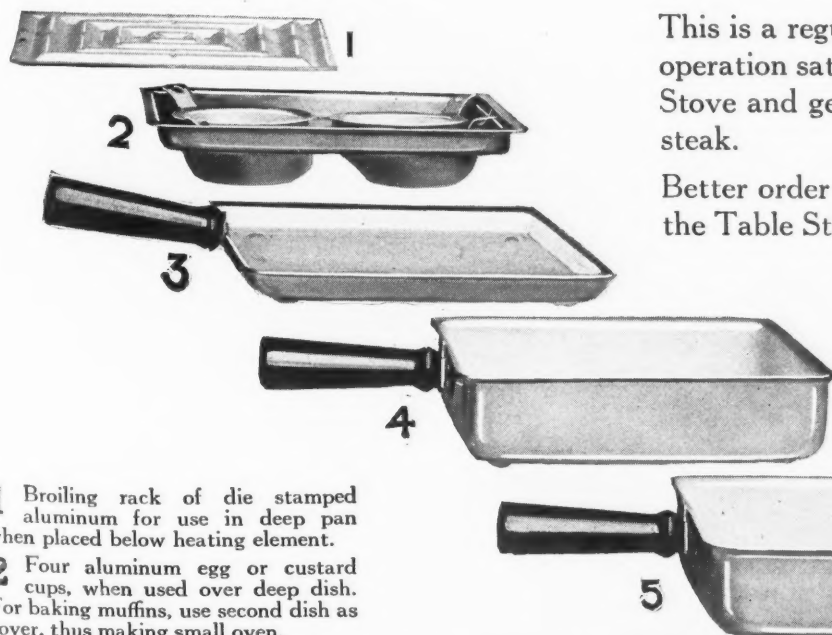
Drop a couple of slices of bread into the lower pan—put eggs into the aluminum press and in almost no time your meal is ready. Literally hundreds of charming combinations can be worked out for luncheon or dinner.

Each of these Marion Electric Household Stoves will fully replace the stoves of Marion 1922. But if you want only one for today.

**Rutenber Electric Company, Marion, Indiana**

One of the June Advertisements in four colors.

**boils — broils — bakes — toasts — grills**



1 Broiling rack of die stamped aluminum for use in deep pan when placed below heating element.

2 Four aluminum egg or custard cups, when used over deep dish. For baking muffins, use second dish as cover, thus making small oven.

3 Three aluminum cake griddles when used above heater. Also used as heat deflector or cover for deep dish when boiling.

4 Deep dish of pressed aluminum, full 7 x 7 in. All handles are attached so they will not come loose or come off.

5 There is a second dish just like the above. Inverting one of these over the other gives a perfect small size electric oven.

6 Three-heat switch of standard construction gives complete control of cooking operations. Without it, it is impossible to do all types of cooking satisfactorily.

7 The stove itself is nickel-plated and highly polished, with rounded corners in an interesting design.

8 Note the die stamped toasting grid which enables you to toast 2 slices above the coils and 2 slices below the coils at the same time.

9 The heater wires are supported every 2 in. by insulating bushings of refractory composition; coils can't sag.

10 Generous fibre feet protect the table top.

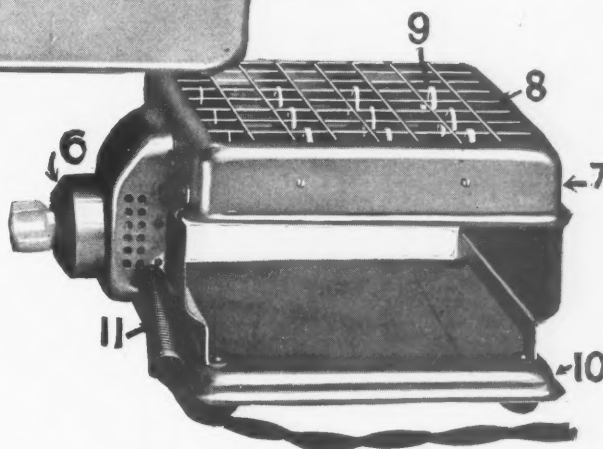
11 Entire frame is made of pressed steel nickel-plated on copper and highly polished.

This is a regular table range because it will do any cooking operation satisfactorily—you can bake on the Marion Table Stove and get high-class results; or grill chops or a T-bone steak.

Better order a sample from your Jobber. You can capture the Table Stove business with these two models.

**Model 207 Table Stove** complete with 3-heat switch and 5 aluminum utensils as here shown. List price \$13.50.

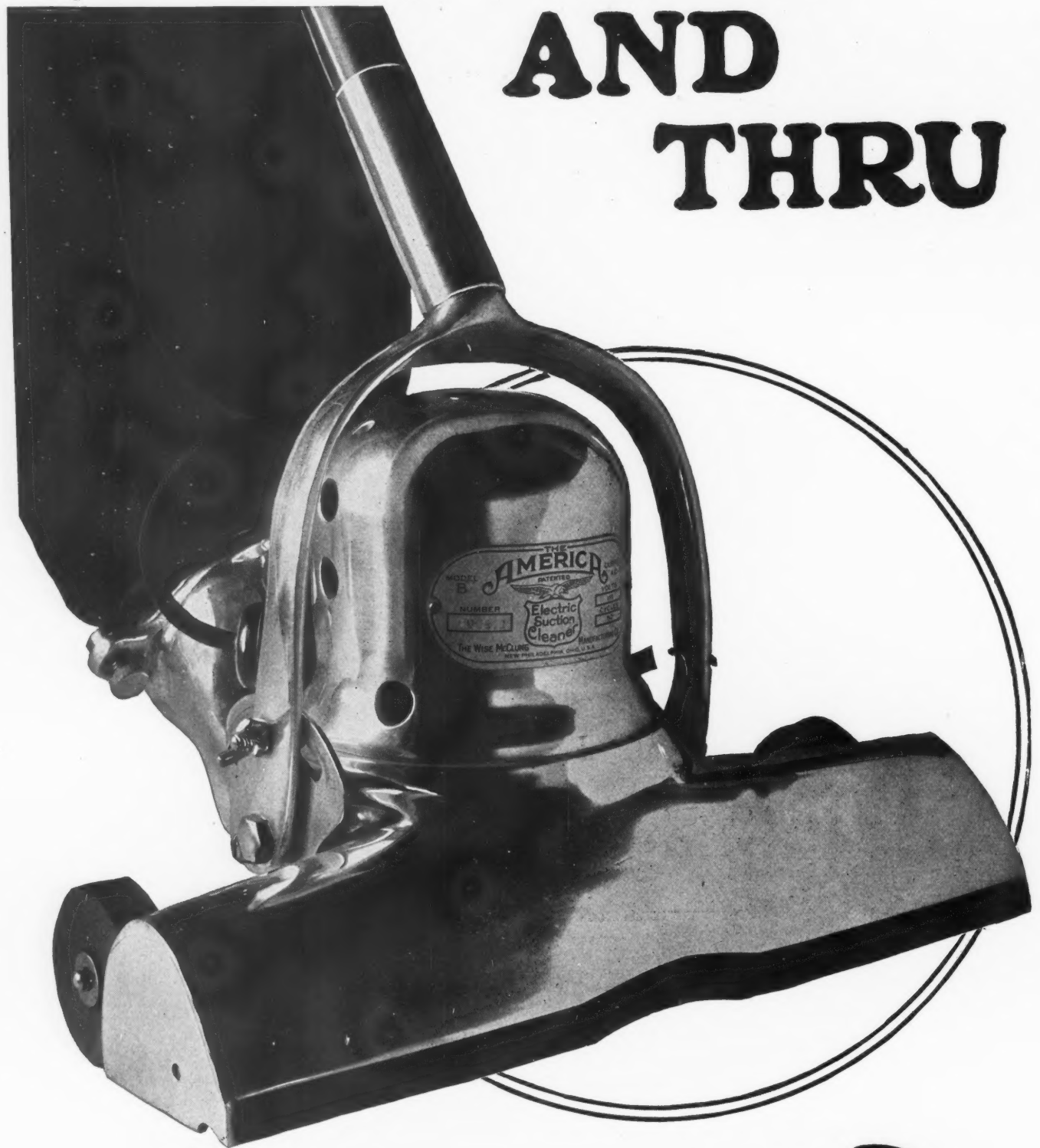
**Model 205 Table Stove**, identical with above except that it is equipped with our standard single heat plug instead of 3-heat switch. List price \$12.25



**Rutenber Electric Company, Marion, Indiana**

Electrical Merchandising Pictorial, April, 1922

# OVER, UNDER AND THRU



# AMERICA

*Over, Under*

*Electrical Merchandising Pictorial, April, 1922*



# 100% Profit on Your Investment with Exceptional Financing Plan!

**W**E have a sales proposition for the dealer who will get behind the AMERICA which will make him 100% profit on his investment.

A financing plan that brings to every dealer the unlimited capital and the unlimited resources to offer the "Easy Payment Plan" freely and gladly to every woman of good credit standing in his community.

A plan that instead of taking more capital as the dealer's business grows, automatically brings the dealer more capital, so that the more the dealer sells, the more capital he has with which to work.

A plan that gives the dealer's customers the full advantage of time payments, while giving the dealer practically the full advantage of a cash transaction.

As a result of this plan there is no dealer in the country who will be better equipped to expand his business than the dealer selling America Cleaners. It gives the smallest dealer the opportunity and the capital that heretofore have been available only to the largest firms.

AMERICA'S Financing Plan plus AMERICA'S 100% profit plus THE GOOD CLEANER AMERICA, permits the live dealer anywhere to dominate his market. Are you that live dealer? If so write us for particulars.

***The Wise-McClung Manufacturing Co.***  
**NEW PHILADELPHIA, O**

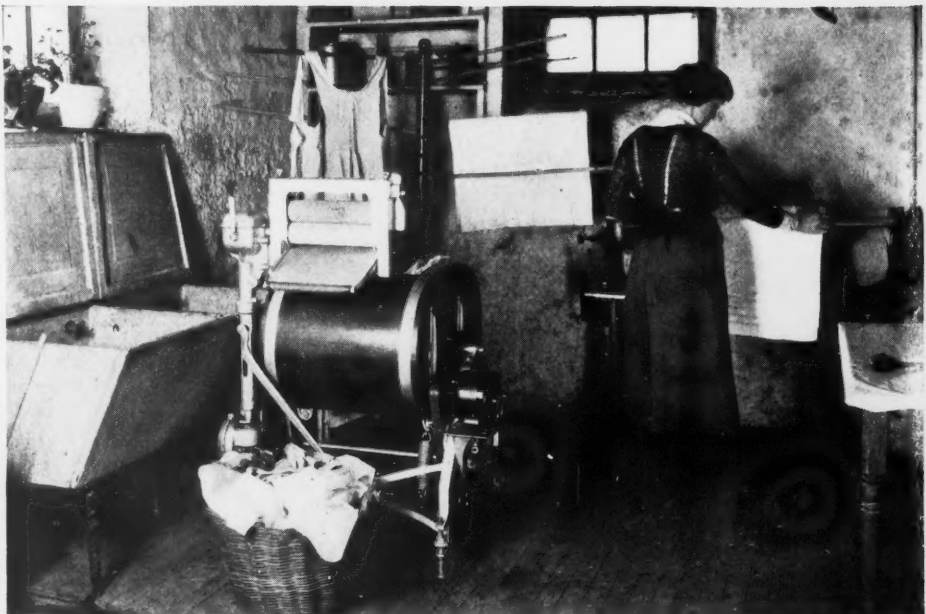
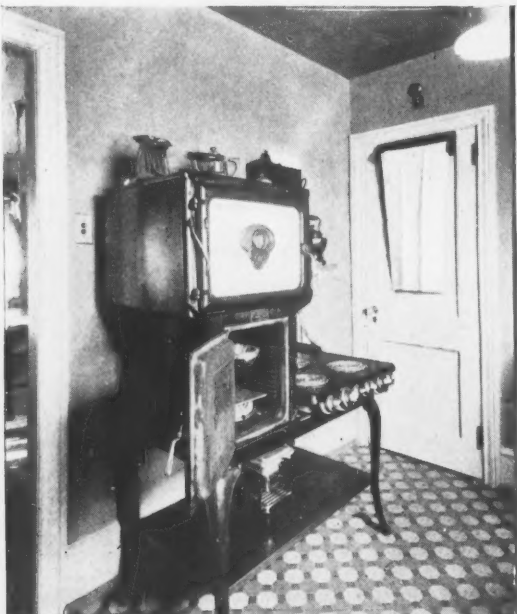
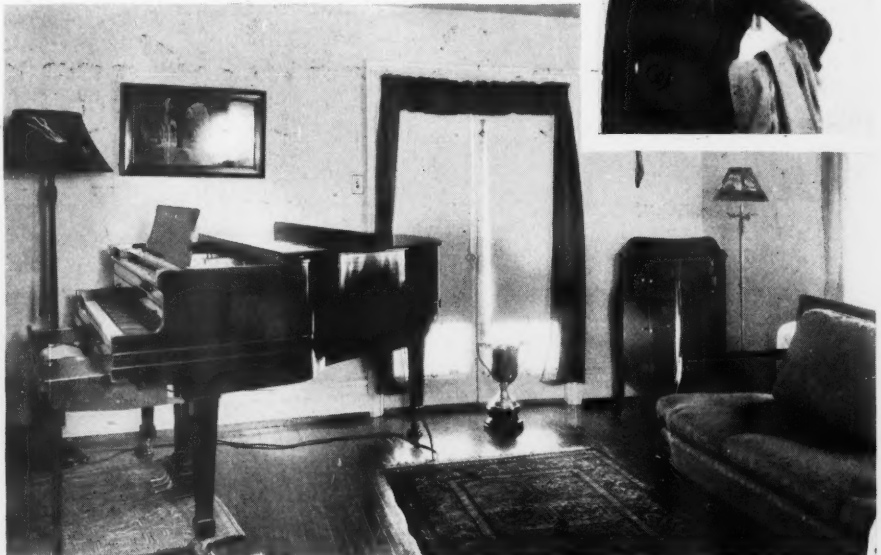
# CLEANER *and Thru*

*Electrical Merchandising Pictorial, April, 1922*

## T. W. Berger Presents His Credentials for Membership in the "Home Electric Legion"

Mr. Berger, who is the merchandising manager for the Philadelphia Electric Company and also operates his own electrical business in the Quaker City, has thoughtfully equipped the Berger ménage with everything a young

bride can dream of to make housekeeping blithesome and a daily delight. "Happiness in Every Room? Yes, indeed," smiles Mrs. Berger. "In fact, I think of electrical men not as wire-men, but as Happiness Builders!"



"He Sells the Home Electric Best Who Lives in One Himself!"—*War Cry of the Home Electric Legion*









# The Home Electric Legion Is Making Rapid Strides

*Organization, Brought Forth with Broad, Bold Strokes, Announces List of Charter Members*

In the last issue we outlined the terrible situation in the electrical industry which permits thousands of electrical men to live in unelectrical abodes. And we announced the bringing forth of an organization to cope with the situation. With *broad, bold* strokes the Home Electric Legion came into being.

And now we have sought out and honored a list of charter Legionaires, electrical men who are living in Homes Electric. On this page you will find the list of

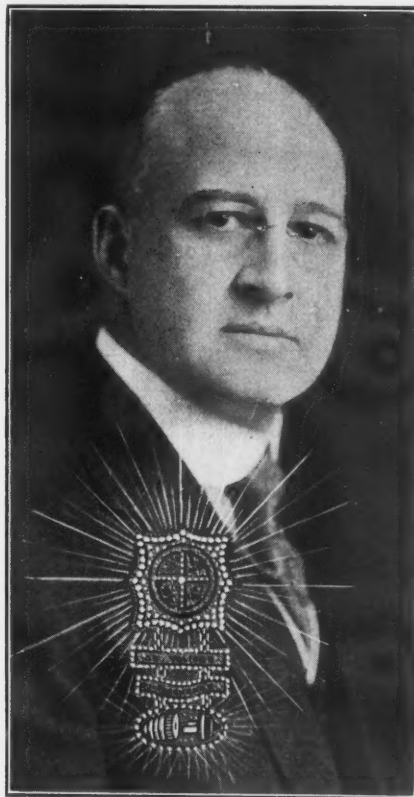
officers, and the picture and official statement of the National Presiding Official, Imperial Safety-Switch Davidson. In the picture you will note the platinum decoration of the order, heavily studded with virgin radium. Due, as previously announced, to the hazards of manufacture and transportation, this priceless decoration was awarded *in absentia*, and the newly discovered processes of spirit photography were fluently invoked in order to produce this remarkable picture.

## A Message from Imperial Safety-Switch Davidson

TO THE MEMBERS OF THE  
HOME ELECTRIC LEGION  
Greeting—

Sincere and enthusiastic congratulations to the men and women of this new and great association of electrical folk who live in electrical homes. I am deeply sensible of the honor which you have done me in calling me to the high office of Imperial Safety Switch. It carries with it a great opportunity and a grave responsibility.

For it is not enough that the electrical industry should have made possible for mankind new standards of living in the world by the creation of a safer and more cheerful light, a cleaner and more healthful method of heating, labor-saving appliances that have banished drudgery from the home and all the new household conveniences that have brought a



Here is Imperial Safety-Switch Davidson, wearing the radium studded decoration of his office. The Legion, as set forth in its constitution, has no dues and holds no meetings.

The object of the Legion shall be to seek those electrical men who live in Homes Electric, and decorate 'em; and

To encourage, persuade, entice, urge, exhort, impel, incite, provoke, instigate, lure, and inveigle all other electrical men to make their houses into "Homes Electric."

degree of comfort and luxury to every home undreamed of one generation back. *We must ourselves set the example* in the use and enjoyment of these blessings of modern electric service, to the end that every electrical man and woman will some day live in an electrical home, and all the world will see and do likewise. To this great purpose the Home Electric Legion is to devote its energy.

I shall wear the radiant emblem of your Imperial Safety Switch with as conscious a pride as the Fiji Islander displays as he bares the skull tattooed upon his manly bosom, a tribute to his surpassing prowess in assimilating the record number of those traveling salesmen of Christianity who have chanced to call in at his pleasant atoll. I shall do my utmost to defend the faith and advance the high ideal of the Legion throughout the land.

Loyally and fraternally yours,

JAMES E. DAVIDSON,

Imperial Safety Switch.

Omaha, April 1, 1922.

## Here Are the Charter Members

Founder Legionaires of the Home Electric Legion—Being an Authenticated List of Electrical Men Who Live in Electrical Homes. Further Nominations Enthusiastically Welcomed.

A. L. ABBOTT, St. Paul, Minn.  
FRED ADAM, St. Louis, Mo.  
P. F. APPEL, Seattle, Wash.  
W. H. ATKINS, Boston, Mass.  
W. J. BALL, Rock Island, Ill.  
B. H. BENDHEIM, Chicago.  
T. W. BERGER, Philadelphia, Pa.  
S. W. BORDEN, Summit, N. J.  
OMAR B. CARTER, Kokomo, Ind.  
W. E. CLEMENT, New Orleans, La.  
F. G. COOPER, Westbrook, N. J.  
WILLIAM H. COUGHLIN, Worcester, Mass.  
J. E. DAVIDSON, Omaha, Neb.  
A. FENN DENTON, Kansas City, Mo.  
FRANK E. DENZEL, Cleveland, Ohio.  
HENRY L. DOHERTY, New York City.  
F. M. FEIKER, Bronxville, N. Y.  
J. A. FOWLER, Memphis, Tenn.  
E. C. GRAHAM, Washington, D. C.  
R. H. GRANT, Dayton, Ohio.  
R. S. HALE, Boston, Mass.  
ALBERT HAUPTLI, JR., Chicago, Ill.  
W. A. HEFNER, Rockville Center, N. Y.  
E. M. HERR, Pittsburgh, Pa.

OFFICERS  
Imperial Safety Switch,  
J. E. DAVIDSON, Omaha, Neb.  
Exalted Convenience Outlet  
W. E. ROBERTSON, Buffalo, N. Y.  
Supreme Renewable Fuse,  
F. P. VOSE, Chicago  
Grand High Candelabra,  
W. C. PEET, New York  
Most August Parallel Plug  
R. S. HALE, Boston, Mass.  
Most Unworthy Recording Wattmeter,  
O. H. CALDWELL, ELECTRICAL MERCHANDISING,  
Tenth Ave. at 36th St., New York

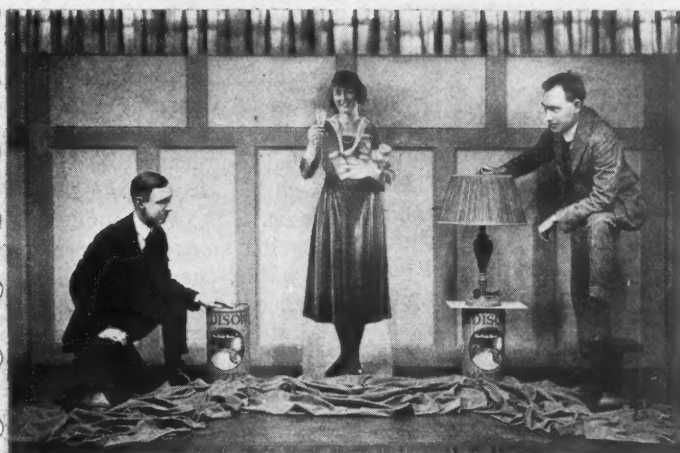
A. J. HIXON, Boston, Mass.  
GEORGE HUGHES, Chicago, Ill.  
NEIL C. HURLEY, Chicago, Ill.  
G. W. HURN, Haverhill, Mass.  
HARTWELL JALONICK, Dallas, Tex.  
F. L. KETCHAM, New Rochelle, N. Y.  
ROBERT KUHN, Detroit, Mich.

G. FRED LAUBE, Rochester, N. Y.  
JOHN LEARNED, Chicago, Ill.  
J. A. LUCAS, Jamaica, N. Y.  
KENNETH MCINTYRE, Toronto, Ont.  
G. E. MILLER, Cleveland, Ohio.  
ROBERT MONTGOMERY, Louisville, Ky.  
W. CREIGHTON PEET, Rye, N. Y.  
FRANK PRICE, Boston, Mass.  
E. W. RICE, JR., Schenectady, N. Y.  
W. E. ROBERTSON, Buffalo, N. Y.  
G. M. SANBORN, Indianapolis, Ind.  
ROBERT S. STEARNS, New Orleans.  
J. E. SWEENEY, Waterloo, Iowa.  
T. M. TEMPLETON, Detroit, Mich.  
F. S. TERRY, Cleveland, Ohio.  
P. L. THOMPSON, Glen Ridge, N. J.  
R. H. TILMAN, Baltimore, Md.  
F. P. VOSE, Chicago, Ill.  
A. G. WISHON, Fresno, Cal.  
W. A. WOLLS, Columbus, Ohio.  
A. K. YOUNG, Toledo, Ohio.  
H. E. YOUNG, Minneapolis, Minn.





## Read the Story of This Movie of Window Reform



**H**ERE'S the synopsis of the pictured drama at your left. The time is now; the place, a street, and the leading character an electrical salesman. Perhaps if we knew the masculine singular of *dramatis personae* we'd call him that.

The manufacturer's salesman pauses opposite the front windows of an electric shop. And what he sees is spread before you in the upper picture. At the top he notices a St. Valentine's Day border, and next below an Easter frieze, featuring ducks that lay eggs, and rabbits which (due to poetic license and artistic ignorance) are supposed to.

Next the salesman discovers the two posters that are there because some one left free tickets with the shop proprietor for the amusements specified. The coil of wire, the roll of tape and the series street-lamp sockets all seem to be there because there isn't any other place for them. And so the salesman goes inside.

**A**nd so, swayed by the light of commerce that flashed from the salesman's eyes, the store proprietor was converted to Rearrangement.

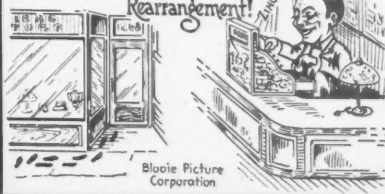


It isn't easy! But the salesman tells the electric shop proprietor how important his window is—how necessary it is to keep it attractive. And together salesman and proprietor adjourn to the window and begin the transformation. Glancing at the center picture, you will see them thus engaged. Now that there are two of them we can tell you about the *dramatis personae*. They are A. L. Powell and E. F. Newkirk of the Edison Lamp Works of the General Electric Company.

Together they clean the window and install the beaming lamp-lady. Deftly they add pedestals and portables, gleaming percolator and ready vibrator. Low-wattage lamps are used in the portables, so that just the shades are brightened.

Glance now at the bottom picture and the story is complete. People, we would say, if we were to draw a moral, Look where the looking is easy! Your windows can either say "Never mind us" to every passing glance, or they can magnetize the busy eye and amplify the sales!

**W**hen, presently, the job was done, a reborn window graced the scene. Passers paused to look and many who came to look, remained to buy; for such is the triumph of Rearrangement!



# The Out-of-Date "660-Watt Rule"

## A Stumbling Block to Wiring Progress

This Cornerstone of the National Electrical Code Was Formulated in 1893 to Meet Conditions of Thirty Years Ago. Since on Present Day Circuits the Number of Outlets and Number of Appliances Give Only a Speculative Value of the Energy Being Consumed, Why Not Drop the Guesswork and Depend Upon the Fuse?

By HUBERT S. WYNKOOP, M. E.  
In Charge of Electrical Inspection, City of New York

THE 660-watt rule has long been one of the foundation stones of the National Electrical Code. It has persisted for some thirty years and has only in recent years proved itself a stumbling block—an anachronism.

Briefly, the "660-watt rule" is that requirement which seeks to limit the amount of energy on a branch circuit in order to avoid the temptation to employ fuses larger than 10 amp. for the protection of the branch circuit. If fuses larger than 10 amp. are used, a ground or a short-circuit may develop considerable energy at the point of breakdown without blowing the fuses.

By common consent it has been agreed that 6 amp. at 110 volts—or 3 amp. at 220 volts—represents the maximum energy which ought to be permitted on any circuit which is likely to have connected to it No. 18 fixture wire (rated at 3 amp.) or No. 18 flexible cord (rated also at 3 amp.).

The custom is to use No. 18 fixture wire; and the fixture manufacturers are persistently demanding that No. 20 be accepted.

Curling irons, desk portables, boudoir lamps and many other appliances come equipped with No. 18 cord; and the manufacturers of these useful things stand aghast when it is suggested that they use nothing less than No. 16 or No. 14 cord.

The smaller wires carry a lesser insulation. Therefore they, rather than the No. 14 circuit wire, may be expected to experience the greater percentage of breakdowns. Moreover, the circuit wire is usually so located that no damage except to itself is caused if it does short-circuit or ground, while the flexible cord is fre-

quently in the immediate vicinity of combustible material and forms in itself a very satisfactory torch to carry fire to some distance from the point of breakdown.

The theory of the rule is: A small fuse, a small arc; a small arc, a small fire—therefore, no fuse larger than 10 amp. for the branch circuit.

### The Days When Every Branch Circuit Was a Lighting Circuit

Now, when the rule was established we had to consider only incandescent lamps and a few fan motors. We had no percolators, or grills, or irons, or curlers, or vacuum cleaners or any of our modern electrical utility appliances. A branch circuit was a *lighting* circuit, pure and simple—disregarding the occasional fan-motor. There were practically no plugging outlets—convenient outlets, as we know them now—and each socket or receptacle held its lamp.

The lamps themselves were almost universally rated at 16 cp. Here and there an extravagant person put in a 32-cp. lamp. But the main point to consider is that the energy on the circuit was *practically a fixed quantity*. Twelve  $\frac{1}{2}$ -amp. lamps meant 6 amp. on a circuit; and if a customer slipped in an occasional 32-cp. (or 1-amp.) lamp, it was hoped that some other lamp might not be in use at the time and that therefore the 6-amp. fuse would remain intact.

Such were the conditions prevailing when the 660-watt rule was formulated, about 1893. It finds its most complete expression in No. 23d of the Code, which reads as follows:

Automatic cutouts must be so placed that no set of small motors, small heating devices or incandescent lamps, whether grouped on one fixture or on

several fixtures or pendants (nor more than sixteen medium-size or twenty-five candelabra-size sockets or lamp receptacles) requiring more than 660 watts, will be dependent upon the cutout.

Of course, this rule has been elaborated in later days to include motors and heating appliances, and to give some sort of a rating to a socket—now that we have so many sizes of lamps. It will be observed that  $16 \times 40 = 640$ , and that the former standard lamp was rated at 40 watts—now 50 watts. So the alternative specification of 16 sockets was intended to preserve the 660-watt limit, *when the size of the lamp was unknown*. It was thought that by adopting an *average* socket rating of 40 watts, the 25-watt lamps would balance against the 60-watt lamps, and still keep the energy down.

Later on, in order to conform to a practice which had crept in, and to further clarify the rule, a statement was added to this rule, limiting the size of the branch-circuit fuse:

The fuses in the branch cutouts protecting circuits of 660 watts or less shall not have a rated capacity greater than that given in the following table:

125 volts or less.....	10 amp.
125 to 250 volts.....	6 amp.

But the days when the lamps on the circuit could be counted and rated have long since passed away. We have convenience outlets, usually rated at 40 watts each, although we have no means of knowing whether any one of them will be used to supply a 100-watt stand lamp or a 500-watt iron. We have ceiling outlets, each of which may carry a fixture having from one to six sockets any one of which may have connected to it a 500-watt heater.

Only the householder knows what he does. The inspector and the con-



tractor can only guess. But if the occupant of the premises uses too much energy at one time, the fuse tells the tale. Since, then, the number of outlets and the number of appliances connected to a circuit give only a speculative value of the energy being consumed, why not drop the guesswork and depend upon the fuse?

That's what the contractor would like to know.

#### Making a Furtive Criminal of the Appliance-User

Then, again, it is idle to expect that a householder will buy all sorts of electrical appliances and keep them hidden in a closet until the inspector's back is turned. Sooner or later the householder will be caught with some appliances connected up (although not necessarily in use) and will receive a violation notice warning him that the circuit is "overloaded," or perhaps ordering him to provide a separate circuit for his appliances. How much discouragement does this offer to the sale of appliances?

That's what the manufacturer and the dealer would like to know.

I submit that it will be perfectly silly—if not worse—to go on hampering the industry by a rule which is susceptible of so many interpretations based all of them on speculation, if some more simple means of securing equivalent safety can be found. Frankly, I do not know just what alternative rule should be adopted, but I am quite sure that none is worse than the present rule.

So far, I am still adhering to my original idea that we ought, as a matter of precaution, to limit the number of completed outlets—to 10, or 12, or 15 per circuit, and then depend upon the 10-amp. fuse. The contractor and the inspector can count the outlets and see the label on the fuse. There can be no chance for argument.

#### No Greater than Present Temptation and Opportunity to Use Oversize Fuses

Perhaps, if we had special 10-amp. fuse-blocks or cartridge-clips, which would take only 10-amp. fuses, my idea would prevail. But, unfortunately, the classification of such fuse holders establishes the whole range of 0 to 30 amp. in the lowest group. This gives rise to a sincere objection on the part of many to placing so much dependence on the 10-amp. fuse, when it may so readily be replaced by one of three times the

capacity. The reclassification of fuse clips would be a very serious undertaking, so the objection bids fair to hold for some time.

Personally, I cannot see why this objection should be given much weight, even while I do not question its sincerity. There is now just as much temptation, and opportunity—neither more nor less—to use a 15-amp. or a 30-amp. fuse under the 660-watt rule as there would be under any substitute rule which might be evolved, provided, of course, that the

number of outlets per circuit is not made unlimited. I can readily see that twenty or thirty outlets to the circuit would encourage the use of so many appliances simultaneously that no 10-amp. fuse could be expected to hold; therefore, the number of outlets should be restricted sufficiently to approximate present practice in laying out circuits.

The problem is difficult, but I have faith that those who are working on it will find a solution which, if not final, will afford material relief.

### Think of It! The Underwriters Commonly Raise Insurance Rates on Farm Homes When Electric Light Replaces Candles and Kerosene!

175 W. JACKSON BLVD. CHICAGO    500 LINE BLDG. MINNEAPOLIS    1615 CALIFORNIA ST. DENVER    ROYAL INS. BLDG. SAN FRANCISCO    314 SUPERIOR ST. DULUTH    805 FORD BLDG. DETROIT

263 ST. JAMES ST. MONTREAL    23 LEADENHALL ST. LONDON

**MARSH & McLENNAN**  
**INSURANCE**  
 ADDRESS ALL COMMUNICATIONS TO THE FIRM    80 MAIDEN LANE    TELEPHONE JOHN 6206  
**NEW YORK**

Nov. 30th, 1921

Western Electric Company, Inc.,  
 195 Broadway,  
 City.

Dear Sir:-                      Att. Mr. Herbert Metz, Power & Light Sales Mgr.

We consider Western Electric Farm Electric Plants greatly reduce the fire hazards over the old method of lighting by kerosene or open flame lamps.

In the event of your dealers having any difficulty in the sale of Western Electric Farm Electric Plants on account of the supposition that the customer's fire insurance will be cancelled or the rates increased because of the installation of this apparatus, send complete details to our office, and we shall see that the property is fully protected with a new policy.

Yours very truly,  
 MARSH & McLENNAN.  
 PER *J. B. Williams*

JBW:AM

There are many sections of this country where the fire-insurance companies raise the rates on property when a farm electric plant is installed. This, of course, makes it hard to sell "electricity on the farm" in those particular territories, because regardless of the electrical man's belief and insistence that kerosene, gasoline or acetylene lights are all far more hazardous than electric lights, the farmer can't help but be convinced to the contrary when he finds out that his insurance rates are going to be increased as soon as he puts in a farm electric plant. It is not the increase in the rate itself that bothers him—for this really does not amount to very much—it is the

fact that such an increase in insurance has been ordered by the underwriters which makes him feel that a farm-electric plant is a hazardous thing for him to install. In some territories it is even the practice of the highly intelligent underwriters to cancel the insurance on farms lighted by a farm-electric plant. But there are wide-awake insurance agents, of course, who know that electricity is the safest form of illuminant, and when policies are thus cancelled because of "the high crime of using electricity," it is usually possible to find progressive companies or agents, as in the above instance, who will not hesitate to take the "risk."

# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

*believes that:*

**D**ISCOUNTS in the chain from manufacturer to jobber to retailer should be so adjusted that every man who performs a function gets paid for it.

**M**ANUFACTURERS should extend the jobbers' discount not for quantity purchases, but only to responsible organizations that perform the economic and service functions of a jobber.

**T**HE electrical industry through a joint commission of retailers and jobbers and manufacturers should make a thorough survey of methods and costs in the distribution of domestic electrical appliances, in order to discover where wastes in such distribution occur, what such wastes cost, what wastes can be prevented and how, and to provide a sound foundation of facts on which to determine what are fair margins for any and all distributing agencies between producer and consumer.

(For a complete statement of ELECTRICAL MERCHANDISING'S ideals for the electrical industry for 1922, see February, 1922, pages 52 and 53.)

## Whose Distribution Problem Is It?

**S**OME people are disposed to pay little attention to all the talk we hear about, just now, on the subject of distribution. "Let the jobber solve his own problem," they say. But it is wise to stop and think. Is this the jobber's problem and can he solve it by himself?

It is not in the electrical industry alone that distribution is a critical issue. It has become a common problem in almost all industries, and the reason is clear cut and plain. America has had her mind fixed on production for these many years. Population has grown. Industry has grown. Trade has grown. The processes of manufacture have been refined to a high state of perfection. But distribution methods have just come up like Topsy, hit or miss and full of wastes. We have known it but we have refused to bother about it. Then came the war and piled on added costs through higher wages and taxation until the expense of distribution has increased from 12 per cent in 1914 to about 24 per cent today on the aggregate of all that we produce and sell. So our hand is forced and something *must* be done. And because this added burden that the war has laid on all of us is in effect a mortgage that cannot be thrown off, the only recourse is to cut down other costs by eliminating waste in distribution and doing a better collective job.

But we in our industry cannot just wish this job upon the jobber. Every electrical man, no matter what his work, participates and profits in some degree in these processes of distribution. And both the manufacturer who sells to the jobber and the dealer, central station and industrial plant that buy from him, have a responsibility and an opportunity to help work out the situation. Our goods must be distributed, and the cost can only be collected as it is added to the price that everybody pays. The industry must go to work with an intelligent co-ordination to make its distribution system economically sound in every function.

## Complete Wiring—an Investment that Pays 500 per Cent

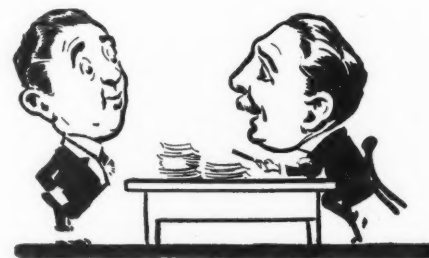
**B**UILDING has started, America is beginning to catch up on her shortage of 1,300,000 homes!

As this great building program gets under way, let us remind the non-electrical builder that *the future value of his new dwelling will depend upon the completeness of its electrical Wiring*—adequate circuits, convenience outlets and convenience switches. Experience has shown that each additional \$100 spent on wiring the ordinary-size house means \$500 to \$1,000 in its *increased* selling price.

In Louisville they built a "home electric" which the builder estimated should be sold for \$11,000, but when the house was wired and equipped for appliances it promptly went at auction at \$15,025! In Cleveland a "home electric" brought \$10,000 more than was intended. In California several of the "modern electric homes" that have been so successfully exhibited there were bought at values greater than the owner had expected before the installation of electric comforts turned his houses into homes and made them worth more than they were before.

And so it goes. There is an almost unbroken record of such experiences across the country—each case another bit of undeniable evidence that complete wiring pays, not in some vague, intangible benefit, but in an immediate and concrete increase in real estate value and salability.

Putting in adequate outlets in the new houses now under construction will build customer good-will for the electrical contractor—and *future* appliance sales!



## A Lesson from the Sucker List

**V**ENDORS of phony stocks count as their chief asset the "sucker lists"—made up of names of folk who have already invested in wildcat promotion schemes. Experience has proved to them that they can most easily put the bee upon people who have already been stung.

The same truth applies to legitimate selling, and especially to the selling of electrical appliances. Those who have bought one appliance are the best prospects for others, and those whose appliances are wearing down are the most susceptible to buying new. Furthermore, territory which has been "worked" almost always gives greater net return than virgin territory. This last point was recently demonstrated in Healdsburg, Cal., a community of 2,000, which reluctantly yielded twenty-five sales in a canvass last April and thirty sales when "worked over" in December.

So there appears to be a fundamental truth behind the old fable of the cow which walked herself to death striving to reach the green pastures over yonder.

## No Disarmament in the Kitchen!

**W**HATEVER a world conference has decided about the machines and engines of warfare, one thing is certain: There's to be no disarmament in the kitchen!

America's housekeepers may have viewed with misgiving the first belligerent-looking "engines" which were held out to them for approval—to be part of the permanent equipment of their homes! But step by step this same housekeeper was won over to their uses and labor-saving value, and as machine after machine was developed, she took it as her own; until finally she has come to regard the whole bristling array of

them as being as necessary to the welfare of her little domain as the nations regarded armaments to theirs.

Only with this difference: should there now be any suggestion of a backward step, from a million kitchens would roar the menacing protest, No! For the armaments of the kitchen offer an example of the only reasons that ever could justify armaments anywhere. The hum of the motor—in a kitchen—is an infallible indication of a higher living standard, of a better home, or more freedom for womanhood, and of a happier, healthier family.

There's to be no disarmament in the kitchen—America's housewives have decided that!

## Why It Is to the Fire-Insurance Man's Self-Interest to See the Number of Fires *Increase* Rather than Decrease—

A Correspondent Offers Psychological Explanation of Why Electrical Wiring and Appliances, Despite their Inherent Safety, Are Continuously "Played Up" by Underwriters' System as Horrible Hazards!

Editor ELECTRICAL MERCHANDISING:

There are some fire-insurance men high-minded or short-sighted enough, or both, to really try to diminish the number of fires. Let us, however, consider the various branches of the fire-insurance business.

First let us take the agent who goes out and places insurance and gets commissions.

Does he really try to prevent fires, or is he on the whole fairly well pleased when a lot of fires occur, so that people are stirred up and made anxious and incited to place more insurance with him?

If an agent should hear that Mrs. Jones had left an electric flat-iron in circuit on an ironing board when she went out, he might get to the household to warn her servants, but would he prefer to get there just *after* the fire had started and caused some damage, in which case he would either be able to congratulate her that she had given him some insurance so that she could collect the loss, or if she had not placed any insurance he would hope to be able to place some.

**Do Insurance Officers Work for Decreased Business of Own Companies?**

If, on the other hand, he arrived before the fire had started, would he be as apt to get a profit out of the occurrence?

Next, take the inspectors and actuaries who inspect risks and make rates.

Of course, they try to adjust the rate in accordance with the expectation of loss and desire of profit, but other things being equal will they be better off if they do the work so that the insurance business is large and the premiums heavy in their district, or if they do the business so that the losses are small and their own commissions small?

Finally take the presidents and boards of directors and the real man-

agement and control of the insurance business.

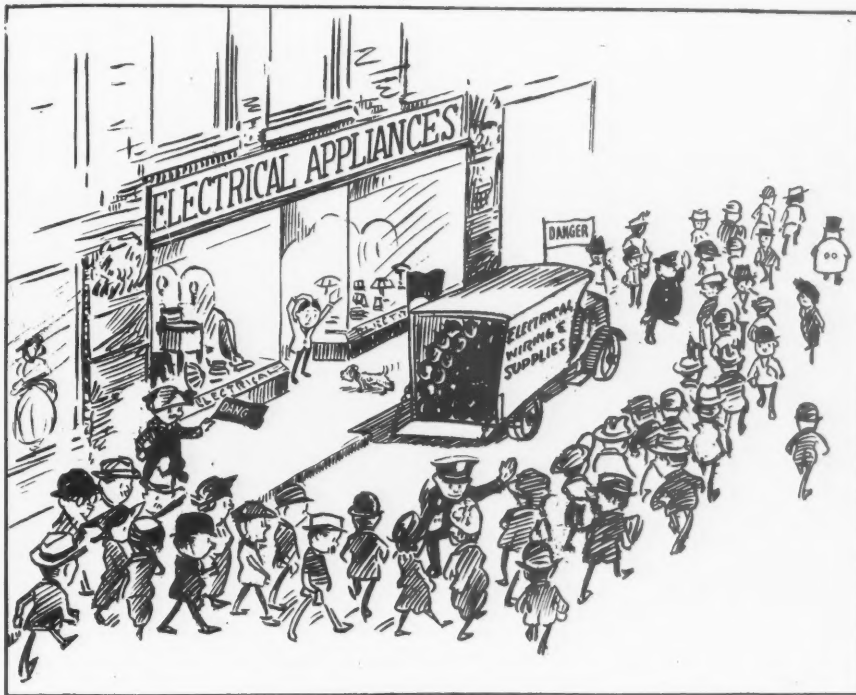
These are high-minded men and when the subject is brought directly to their attention so that they can not dodge it, most of them would undoubtedly believe and insist that they desired to have less fires.

Unless, however, the effect of any action is directly brought to their attention will they not in general favor the ideas that result in bigger business for their companies and bigger profits for their stockholders and bigger salaries for themselves? Of course, if an idea is so directly tied up with increased fire losses that they can not escape the connection, they would prob-

ably be willing to favor the proposal which obviously and directly brought smaller fire losses to the public, but unless the connection is very apparent are they going to work their hardest for anything except what will increase the business of their companies?

Supposing, for instance, the president of an insurance company has to decide as to the promotion of two men in two different districts. Will he promote the man in the district where the business is small and profits small, or will he promote the man who has charge of a district where the business has been growing and the profits have been growing?

J. HENRY DAVIS.  
New York City.



The Way to Handle the Hazardous Electrical Equipment Problem—  
The Underwriter's Dream!





## Ideas for the Man Who Sells



### Children's Contest Brought in Thousands to See Dishwasher

The Herpolsheimer Company of Grand Rapids, Mich., which handles much electrical equipment, recently launched a plan whereby it brought thousands of persons to its electrical goods department to witness demonstrations of an electric dishwasher. The plan used has been tried successfully in other lines, but was given a new application when adapted to the electrical department of the store.

The scheme consisted in holding a contest among the children of the city whereby the boy or girl securing the largest number of votes was given a Shetland pony and cart. Using large advertisements in local papers the company offered the pony and cart to the contestant under seventeen years of age who sent in the largest number of persons to witness the demonstrations of the electric dishwasher being given by the company. The advertisements were illustrated by pen and ink sketches of the pony and cart and later on during the contest the outfit itself was shown in one of the large display windows of the store.

The advertisements started a number of days before the contest opened. Then when the demonstrations began one Monday morning the boys and girls were all "set" to send their friends in and see how the electric dishwasher operated. The contest lasted two weeks. The advertisements are in a measure self-explanatory of the contest and are also good examples of effective publicity for they certainly brought results. Under a large-size pen-and-ink sketch of a pony's head the first appeal read as follows:

WANTED  
An Owner  
for This Pony

He's as gentle as can be and he'll pull you around all day through the parks and out into the country. But he hasn't found an owner yet.

Boys and girls, attention! Which of you is going to win this wonderful Shetland pony and the cart that goes

Plans, Schemes and Methods  
Gathered from  
Successful Selling Experience  
to Increase the Sale of  
Electrical Appliances

with him? It's up to you. Every one of you has as good a chance as every one else—that is, if you get out right now and hustle for the next two weeks.

Come down to Herpolsheimer's with a hop, skip and a jump. Get a set of rules for the contest and a pocketful of the admission tickets you are to distribute and give them out as fast as you can. Remember, that you have

everybody will be glad that you sent them down here. But tell them that we want them just to come and see this interesting display—they won't have to buy a single thing. In fact, we promise that

No Sales of This New and Extraordinary Dishwasher Will Be Made in Our Store During the Exhibition.

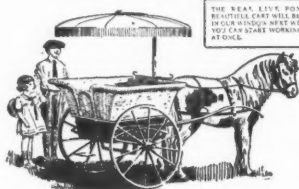
Each contestant was required to register at the store and was then given a quantity of tickets to distribute. In order to get credit for the tickets each ticket had to be presented to a salesman in the electrical goods department by a person who came to witness a demonstration of the electric dishwasher.

To stimulate interest further, when the contest reached the last few days of the two weeks' period the Herpolsheimer Company printed the names of the leading contestants in the daily paper, together with the standings of each. At the close of the contest it was found that the winner had sent in between four and five hundred persons. Those who sent in large numbers of people were given an extra cash prize, although the company had not promised such prizes. Undoubtedly the total number of people witnessing the demonstrations ran into the thousands and it is certain that some of the demonstrations resulted in sales being made. One thing is sure. And that is as a result of the contest nearly everybody in Grand Rapids knows that Herpolsheimer's sells dishwashers.

The plan has many suggestive features for dealers handling electrical equipment.

### A Sign to Draw Trade "Around the Corner"

An attractive diamond-shaped sign of the Whitall Electric Company, at Springfield, Mass., calls attention to the good things electrical that lurk just around the corner from the "old stand" where this well-known supply house formerly did business. When the company moved around the corner it was considered important to leave a gentle reminder of its near-by presence and this little sign, readable from all four points



Come on and win it!

"It's just the kind of a pony and cart I always wanted," said many boys and girls who came to the store today to enter their names in the contest.

We are sorry we cannot show you the real live Pony and the Beautiful Cart today, but the Cart is being shipped from New York and hasn't arrived yet.

Early next week you'll see the whole outfit in our show window. Start at once in the Contest so that you'll have a lot of votes to your credit by the time the pony and cart arrive.

How about you? Were you here? If you want this outfit we'd advise you to come in this week sure. Get a set of rules on what you are to do and supply of tickets you are to give out. Remember you have absolutely nothing to sell in this contest.

The pony goes to the boy or girl who sends the most people in to our great Exhibition of the Western Electric Dishwasher. When you win him you'll be glad you entered the contest, and when your grown-up relatives and neighbors see this marvelous electrical appliance they'll be glad they came.



Boys and girls! Enter Herpolsheimer's great pony contest.  
DON'T LOSE ANY TIME.

**Herpolsheimer Co.**  
GRAND RAPIDS' GREATEST DEPARTMENT STORE.

One of the newspaper ads which launched the pony contest. Each child applying was given as many tickets as he wanted, and each visitor sent to the store turned in a ticket bearing the child contestant's name. The winning contestant sent nearly 500 persons to the store.

absolutely nothing to sell in this contest.

The pony goes to the boy or girl (less than 17 years old) who sends the most people in to our great exhibition of the Western Electric Dishwasher. But don't send them before next Monday, because that is when the exhibition starts, to run for two weeks.

All your relations and neighbors should come not only to help you win a valuable prize, but also to learn all about this new method of dishwashing which says

Good-by, old dishpan!

Your mother won't have to put her hands in greasy dishwater any more and you won't have to help dry, because this marvelous dishwasher does all that disagreeable work.

Our exhibition is going to open people's eyes to the wonders that electricity can perform in housework, and

of the compass, does the trick. Thusly does the new chairman of the Massachusetts State Branch of the National Association of Electragists heed the injunction "Let your light so shine before men that they may see your good works," and lead the steps of the potential patron to the quarters of one C. P. Whitall.

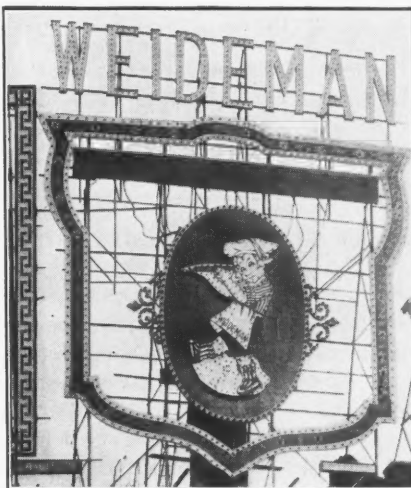
### Total Rentals Six Times Selling Price of Cleaner

More than six times the retail selling price was the total amount collected on rentals on a single electric cleaner by a Lima, Ohio, dealer. The Home Furniture Company there sent this particular machine out 226 times, to as many homes, for \$1.50 per trip. And after it had earned \$339 in rentals, this Torrington cleaner, still in good, serviceable condition, was sold for \$15 cash. The Home Furniture Company avers that renting is at once a source of revenue and a means of unearthing "leads." Enough sales were made to people who had rented the cleaner to justify the policy.

### Making a Card in the Letterbox Introduce a Salesman

Selling to housewives in the apartment section of Brooklyn, N. Y., a salesman has devised an introduction plan that gives him an opening the minute his prospect opens the door. Picking out a section in which to work, he leaves in each letterbox rent in his home."

### An Electric Sign That Talks Its Sales Message



In the electric sign here pictured, erected by the Thomas Cusack Company at Cleveland, a combination of firm name, trademark and talking message is effected. Immediately above the trademark figure, which is "animated," is mounted a bank of 864 ten-watt lamps extending completely across the sign. By means of a record made of thin sheet brass and a flashing mechanism fitted with the necessary contact brushes, words are formed on the lamp bank, passing across in a continuous procession. Thus the advertiser is enabled to tell the public the terse, pertinent sales points of this product. Copy for the "Travel-Light," as this feature is styled, is changed every two or three weeks. One of the advantages of such an installation is the fact that the talking feature can be used to advertise several different non-competing products, thus lowering the cost per advertiser. This talking sign mechanism is being manufactured by the U. S. Parlagraph Company, Cleveland, Ohio.

a card stating that a representative of his company will call that day to explain interesting things about the newest appliances for the home.

Going back over the route after an hour or two, the salesman carries

one of the cards in his hand and rings doorbells.

"You received a notice of this sort from our company, I believe?" he inquires politely when the door is opened. If the prospect has received the card, then she mentally places the salesman above the class of peddlers, and usually admits him. If the card has not been received, the salesman expresses surprise and extends his ready copy. The plan works well.

### Central Station Customer List Cuts Out Waste Calls

Reviewing a number of house-to-house selling campaigns in which the company supplied trained sales crews to local dealers, a report of the Westinghouse Electric & Manufacturing Company points out the advantages of basing routes on a list of central station customers.

"One of the most important factors in the campaigns," the report explains, "is having the dealer secure a list of the domestic consumers from the central station. This was most readily accomplished by having appliance data cards run through the stenciling machine of the lighting company, which usually had the names routed according to the meter reader's route. This results in giving each solicitor a number of cards with the proper names and addresses of the people on whom he is to call, routed in the most accessible manner.

"These solicitors then know that everyone on whom they call has current in his home.

### Oklahoma Electric Show Goes on the Road with Five-Scene Set-Up



With the idea of taking the benefits of broader electrical knowledge to the thirty-four towns on its service list, the commercial department of the Oklahoma Gas & Electric Company recently organized a traveling electric show. Movable sets, representing five rooms of a house, were constructed of beaver board, and these, together with the necessary appliances and literature constituted the "properties." Dates were arranged well ahead, two days and two evenings being scheduled for each town. Newspaper advertising begun in each town two weeks in advance of the

show stirred up local interest, and handbills were distributed on the opening day. Local theaters exhibited the N. E. L. A. film, "Back of the Button," during the show. In the picture at the left you see the show in heavy marching order. At the right is the "Electric Living Room."





## Hints for the Contractor



### Wisconsin Inspectors Urge Separate Circuits for Washing Machines

BY JOHN L. MEYER

The Wisconsin Chapter of Electrical Inspectors has promulgated an interpretation of the Electrical Code which is of particular interest to makers of and dealers in electrical household appliances, especially washing machines. The interpretation is, moreover, declared to forebode similar action in other states.

Under this new opinion, separate circuits must be provided by householders for electrical washing machines and other appliances requiring current of similar amperage, the maximum fusing to be permitted with the ordinary lighting circuits being 10-amp. fuses, which are declared to have been found insufficient for washing machines as generally used by householders.

When research showed that much heavier fuses were being used, and that in several instances even pennies had been put into the fuse blocks "to prevent," as one householder ex-

*Ideas on  
Estimating, Stock Keeping,  
Shop and Construction Methods,  
Repairs and Maintenance,  
and Collections*

plained it, "the infernal, continued blow-outs while using the new electric washing machine," the inspectors felt that it was time to draw the line in the interests of makers and dealers, as well as users, and the insurance interests represented by inspectors. The chapter includes city service, fire insurance, rating bureau and casualty insurance inspectors.

#### Must Limit to 10-Amp. Fuses

The dictates of safety, say the inspectors, discussing the subject from their standpoint, requires an absolute limitation to the use of 10-amp. fuses or less in connection with the ordinary lighting socket circuits. The electrical washers will operate with a 10-amp. fuse, if the load is limited; but the average householder, especially the beginner who is enthusiastic about the new appliance in the home, almost invariably overloads the machine. The result is a "blow" in the fuse box. Then ways and

means are sought to prevent the blow-outs and their consequences. Instead of reducing the load, stronger fuses—even copper pennies—are applied.

In Milwaukee the inspectors have run into something of a snag in enforcing the interpretation. The city ordinances do not require reports on the sale of washing machines to any bureau or other central point. Consequently there is really no way of adequately enforcing the interpretation.

But the result is a movement to require dealers to make reports of sales and permit of administration of the interpretation effectively. The only stumbling block is the sale by out-of-state mail-order concerns. No suggestions have been found to meet that difficulty.

Frank R. Daniel, chief inspector of the Wisconsin Inspection Bureau, believes that the makers of and dealers in electrical appliances not only can but should, in their own interest, support the movement. He says:

"For some reason the new owner consistently overloads his washing machine. He expects too much. The motors are strained and fuses go out. The first thought usually is to prevent further 'troubles about the fuses.' We found people had put in fuses as high as 30 amp. and some, pennies.

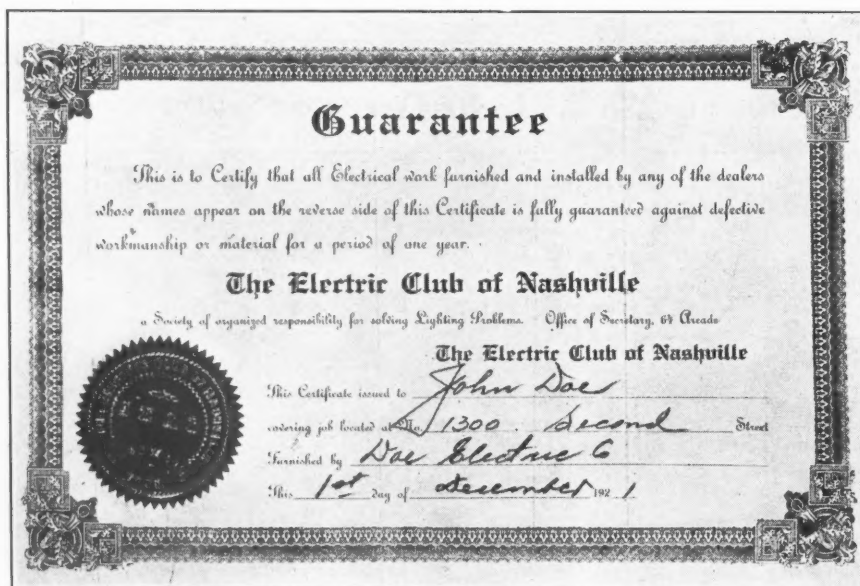
#### Overloading Underlies Calls for Servicing

"With such connection, what happens? The motor itself often burns out. As a result the electrical dealer has most of his troubles not with the washing machine plant but with the motor.

"Without going into further detail, our interpretation in the interests of public safety is bound to save the merchandiser much of the hardship and trouble of his business; the 'servicing' of the outfit after the machine is installed.

"If I were asked to advise the electrical merchandiser on sales policies, I would say, first, that he ought to show people what fuses are really for. Next, prevent overloading. Dealers would be surprised if they would go out and see for themselves

### Nashville Club Guarantees Work and Material



Guarantees against defective workmanship and material are now given by the members of the Electric Club, Nashville, Tenn., in order to protect the purchaser of electrical work and equipment for a period of one year. The club has a committee which sees that each member properly at-

tends to all complaints that arise in his business, and in this way the "guarantee bond" becomes an assurance that the electrical installation will satisfy in every respect. Reproductions of the guarantee are made in the form of stickers and window cards.



what is being done to their machines. It will explain many of their problems to them."

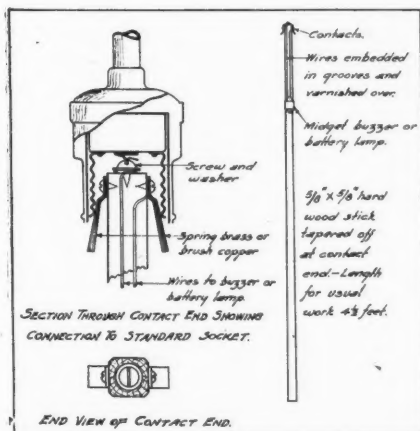
The Wisconsin inspectors' chapter has refrained from announcing the interpretation in the public press and proposes to conduct its campaign for enforcement in a quiet manner, in order to avoid any unnecessary excitement of popular interest and misunderstandings.

### Testing New Wiring Installations

BY WILLIAM SHERIFF JONES

In cases where the electric service connection has not been made at the time the electric lighting installation is completed, tests are not, as a rule, made to determine continuity of circuits and correctness of connections because of the trouble involved in making the test connections. The failure to make such tests, quite frequently, requires the wireman to return to the job, after service has been connected, to change local switch or fixture connections which had been made to the wrong wires.

By the use of a three-cell dry battery and a buzzer or small battery lamp, all wiring and the fixture and switch connections can be tested in a few minutes if the proper equipment is at hand. After fixtures have been



installed and connected and before lamps are placed, ring out the system with a magneto or megger to determine if free from grounds and short-circuits, then connect the dry battery across the terminals of the main switch with all fuses on branch circuits in place. If the main switch is three-pole, connect one of the battery terminals to the two outside blades of the switch and the other battery terminal to the center blade.

The next step is to provide a ready

### Selling Signs with a Car and a Long Attachment Cord



Sometimes electric signs can be sold and rented by just telling merchants about them. But here's a plan that goes a step further and shows the store manager just how the sign looks when it's all set up.

A standard sign is placed on the light truck and equipped with an extra long attachment cord. The car is then driven to a signless store—a confectionery shop if the sign reads "candy." Then the salesman plugs into the nearest outlet and shows the proprietor a lighted sign instead of a picture of one.

Manufacturers of signs of this sort sometimes finance sales for the dealer at a moderate fee, making it possible to sell the signs on a deferred-payment basis over a year, or even longer.

Where, for example, an electric sign sells to the customer for \$175, a payment plan covering a fifteen month period is sometimes arranged. Assuming that the signs cost the dealer \$90 apiece in lots of ten, and that he handles the mounting of the sign with his own men he ought to make from \$45 to \$50 net on each sign. He may pay around \$15 for the financing service, which enables him to get his money when the job is completed, turning over the monthly payments to the finance company as they come in.

Fitting an electric sign with a long attachment cord and mounting it on a light truck enables the contractor-dealer to show the store man how the sign looks when lighted.

means of connecting the buzzer or lamp to each individual socket of the lighting fixtures. This can be quickly done by mounting the buzzer or lamp on a wood rod or fiber tube having connections, on one end, which will make contact with the socket. A device of this description is shown in the accompanying illustration. Just stand under the fixture, thrust the contact end of the stick straight into the lamp socket and, if the connections to it are properly made, the buzzer or lamp will give evidence.

Such a device was made up by the writer, used over a period of several years and found to be the means of saving numerous return trips, which are a matter of considerable expense in these days of increased labor costs. This device may be made up by anyone and is easily carried around.

### It Pays to Page the Cow

This setting down and folding our arms and waiting for sumthing tew turn up, iz just about az rich a spekulashun az going into a four hundred acre lot, setting down on a sharp stone, with a pail between our knees and waiting for a cow tew back up and be milked.—Exchange.

### The Electrical Contractor as a Distributer of Farm Plants

There are many reasons why the electrical contractor should be selling farm electric plants. The farm plant is purely an electrical device and in its installation technical knowledge is a prime requisite. Many farmers, and many farm-plant dealers who before going into their present business were undertakers or book agents, have attempted to do their own installation work and wiring—with disastrous results. The wiring of buildings and the installation of electrical apparatus are the electrical contractor's first function, and any business that is built around these two fundamentals, as is the farm plant business, rightfully belongs to him. His electrical experience is a valuable asset.

Again, the electrical contractor-dealer should go into the farm plant business if only as a means of self-defense, for the farm-plant dealer invariably opens an electrical shop in the business center of his territory and very shortly reaches out for the electrical contractor's business in his own town.



## Accounting, Credit and Finance



### Getting Overhead and Selling Price to Pull Together

BY LAURENCE W. DAVIS

No item affecting your business is as important as the absolute knowledge of the overhead cost of operating that business. No profit can be made upon any sale either over the counter or in construction work until the cost of making that sale, including its proportion of all the business expense, has been included in the selling price.

The following figures were taken for 1920 from a questionnaire submitted by the National Association of Electrical Contractors and Dealers to its 2,300 members throughout the country and represents an average, based on sales billed, which can be safely figured by contracting firms. With a strictly retail merchandising store this overhead amounts to considerably more, averaging about 30 per cent.

	Per-cent
Indirect labor .....	4.23
Salaries .....	8.48
Rent .....	1.51
Light, heat and power .....	.34
Postage, telephone and telegraph .....	.43
Advertising .....	1.01
Depreciation .....	.65
Stationery and printing .....	.41
Incoming freight and express .....	.58
Delivery expense .....	.88
Insurance .....	.62
Taxes .....	.43
Bad debts and allowances .....	.72
Association dues .....	.13
Maintenance .....	.68
Interest .....	.56
Miscellaneous .....	1.97
Total .....	23.63

Knowledge of your overhead in itself, however, is not sufficient. Probably no other one thing is more

responsible for failures among electrical contractors than lack of knowledge of how to use overhead percentage and to apply it upon the selling price of contract work.

It must be always remembered that this percentage of overhead is the relation of the cost of operating business to the gross business done and therefore must be applied upon the selling price, and not upon the cost of a given piece of work. This may be compared to the discount off from the list price of merchandise.

For example, if the list price of a washing machine was \$142 and the discount was 30 per cent, such a discount would amount to \$42.60, making the cost to the dealer practically an even \$100. In order, therefore, to return the selling price of the article to its listed figure we cannot add 30 per cent but rather 42 per cent to the cost price of \$100.

The great mistake of the average contractor has been that after ascertaining his overhead percentage he has added it to the actual cost of a piece of work and then added to that whatever profit he has felt like obtaining upon the job.

As a matter of fact, in most cases this process, instead of showing him a net profit upon his work, has left him with nothing, or at best very little net result, to show for his efforts, and we find all over the

country contractors who have struggled for years and made little or no headway in developing themselves.

The accompanying table shows the proper percentages which must be added to the cost price of any job to show respective profits of from 2½ to 20 per cent with an overhead from 10 to 30 per cent.

Note—In the table the percentages shown are the nearest whole numbers, omitting fractions.

Explanation—If your cost of operating business (overhead) is 22½ per cent, and you desire a net profit of 15 per cent, add 60 per cent to the cost of labor and materials.

#### EXAMPLE:

Cost of labor and materials .....	\$100.00
Add 60 per cent to cost .....	60.00
Selling Price .....	\$160.000

#### PROOF:

Labor and materials .....	\$100.00 = Cost
22½ per cent of 160.00 .....	36.00 = Overhead
15 per cent of \$160.00 .....	24.00 = Profit
Selling Price .....	\$160.00

### Banks' Liability for Checks Deposited for Collection

BY LESLIE CHILDS

The question of the duty and liability of a bank, in respect to checks deposited with it for collection, is one of several angles. In the first place, generally speaking, a bank is bound to exercise due care when it accepts checks for collection, and if the collection is not made because of the bank's negligence it will be liable. This feature of the subject many be illustrated by the following.

A depositor indorsed two checks, without restrictions, and deposited them to his account with his bank. The checks were drawn on another bank in a distant city, and they were forwarded to this bank through regular banking channels. The checks failed to reach their destination; in fact, as was proved later, they were lost in the mails, and the depositor's bank let the matter drift along over a considerable time without taking any steps to charge the depositor, or enforce collection of the checks, against the maker.

In the meantime the maker of the checks became insolvent and the

TABLE FOR FIGURING THE SELLING PRICE

		Overhead Percentages (Cost of Operating Business divided by Gross Sales)									
		10%	12½%	15%	17½%	20%	22½%	25%	27½%	30%	
Percentage of Net Profit Desired	2½%	15	18	21	25	29	33	38	43	48	
	5%	18	21	25	29	33	38	43	48	54	
	7½%	21	25	29	33	38	43	48	54	60	
	10%	25	29	33	38	43	48	54	60	67	
	12½%	29	33	38	43	48	54	60	67	74	
	15%	33	38	43	48	54	60	67	74	82	
	17½%	38	43	48	54	60	67	74	82	90	
	20%	43	48	54	60	67	74	82	90	100	
Percentage of mark-up to add to cost of labor and materials.											

To find out the percentage that must be added to the cost price of any job to show any profit from 2½ per cent to 20 per cent,

note the figure or per cent under your overhead and opposite the percentage of profit desired.



checks were never paid. The bank thereupon attempted to charge back to the depositor's account the sum of their amount. The depositor objected and in the suit that followed the court held that the bank had been negligent in not following up the checks as soon as it appeared that they had miscarried, that through this negligence of the bank the loss had occurred and that it (the bank) must bear the loss.

So, generally speaking, a bank will be liable for a loss caused by its negligence in the collection of a check deposited with it. However, this rule does not always extend to cases where the loss has been caused by the negligence or default of the bank's collection correspondent. In fact the courts are not in accord on the latter question and it cannot be summed up by the statement of a general rule. For example:

In some states it is held that a bank, accepting a check for collection, will not be liable for the loss of the money through the negligence or default of its collection correspondent, providing it (the forwarding bank) has exercised due care in selecting the collection correspondent.

In the states where this is the law the business man cannot hold his bank liable then if it forwards a check to a distant bank, and the latter, we will say, after collecting the check becomes insolvent. The loss will fall upon the business man, unless, as noted before, he can prove actual negligence upon the part of his bank.

On the other hand it is held in other states that where a bank accepts checks for collection, in the absence of an agreement relieving it from liability, it is liable for the default of its collection correspondent. This on the theory that the bank in accepting the paper acts as an independent contractor and is therefore liable for the acts of the agents it employs. It follows that where this rule is in force the business man may look directly to his bank in case payment of a check deposited for collection is lost through the default or negligence of either the bank or its collection correspondent. This phase of the subject may be illustrated by the following example:

A business man deposited a check, indorsed in blank, with his bank. The check was drawn on a bank in a distant city and the receiving bank forwarded it for collection, after

## Have You Answered These Questions?

National Association of Electrical Contractors and Dealers  
19 West 37th Street, New York City

Questions for the compilation of data on the operation and cost of doing business  
Bodies will be treated as confidential and the figures used for compiling totals and percentages.  
State reports on the basis of the year ending December 31, 1921.

If using our Standard Cost Accounting System put check mark here ☐

OVERHEAD OR COST OF DOING BUSINESS

If you keep separate records of contracting or electrical, or if your business is confined to either one branch, enter figures in Column 1 or 2. If your records cover both parties, use Column 3.

No.	Items	Contracting	Retailing	Contracting & Retailing
1.	Non-productive Labor—Enter office, shop, store, or other employees not charged directly to work or sales.	\$	\$	\$
2.	Salaries—Enter all payments to owners, officers or managers.	\$	\$	\$
3.	Rent—If your own building, enter rental value.	\$	\$	\$
4.	Light, Heat and Power.	\$	\$	\$
5.	Stationery and Office Supplies.	\$	\$	\$
6.	Postage, Telephone and Telegraph.	\$	\$	\$
7.	Advertising.	\$	\$	\$
8.	Depreciation (on merchandise, equipment, etc.).	\$	\$	\$
9.	Freight, Express and Cartage.	\$	\$	\$
10.	Delivery Expenses—If you own your hauling equipment, enter cost of operation.	\$	\$	\$
11.	Insurance—Liability and Fire.	\$	\$	\$
12.	Taxes.	\$	\$	\$
13.	Bad Debts and Allowances.	\$	\$	\$
14.	Association Dues (all Trade Associations).	\$	\$	\$
15.	Maintenance of Equipment—Enter cost of upkeep of buildings, tools and equipment.	\$	\$	\$
16.	Interest (on borrowed money).	\$	\$	\$
17.	Miscellaneous—Specify any large items.	\$	\$	\$
TOTAL		\$	\$	\$

CURRENT ASSETS		CURRENT LIABILITIES	
18. Cash on Hand.	\$	26. Accounts Payable.	\$
19. Accounts Receivable.	\$	27. Notes Payable.	\$
20. Notes Receivable.	\$	28. Accrued Items.	\$
21. Merchandise Inventory.	\$	Total.	\$
FIXED ASSETS		FIXED LIABILITIES	
22. Tools and Equipment.	\$	29. Mortgage—Real Estate.	\$
23. Prepayments.	\$	30. Other Liabilities—Specify any large items.	\$
24. Real Estate.	\$	Total.	\$
25. Other Assets—Specify large items.	\$	GRAND TOTAL.	\$
GRAND TOTAL.	\$	GRAND TOTAL.	\$

GENERAL DATA	
31. Total Business Billed.	\$
32. Inventory—Jan. 1, 1921.	\$
33. Merchandise Purchased.	\$
34. Inventory—Jan. 1, 1922.	\$
35. Gross Pay Roll—Productive Labor (Do not include figures for period in Items No. 1 or 2).	\$
36. No. of Employees—Productive.	
36. No. of Employees—Non-productive.	

State \_\_\_\_\_ City \_\_\_\_\_ Date \_\_\_\_\_

Every member of the National Association of Electrical Contractors and Dealers has received by mail a copy of the questionnaire shown above. Every member has been urged to answer these questions concerning his cost of doing business. The value of the cost figures to be compiled will depend largely on the accuracy with which these questionnaires are filled in and the number of them returned. Have you filled in yours?

crediting the depositor's account with the amount. The check was received by the bank upon which it was drawn and paid. But before the money was remitted the collecting bank failed and the money was never sent to the business man's bank.

When the latter learned of the failure of its collection correspondent it charged back the amount of the check to the business man. The latter contested, and the court held that the bank was liable for the loss, as it had accepted the check, indorsed in blank, selected its own agent to make the collection, and was therefore liable for the default of the latter.

## Letter from Jobber's Credit Man Collects Dealer's Accounts

In the Twin Cities the other day a salesman told this one: He had a dealer who had bills on his books that he couldn't collect. The dealer said: "You tell your credit man to

write me the meanest, nastiest letter he knows how."

Needless to say, the credit man did a fairly good job. He told the dealer the jobber would sell him out at sheriff's sale if the dealer's account with the jobber wasn't paid by a certain date. It was *some* letter.

The dealer, with tears in his eyes, took this letter to all his delinquent customers and showed it to them—and collected a lot of money, at least enough to stave off the "sheriff's sale."—*Automotive Equipment Merchandiser.*

## Protect Your Credit Standing

BY V. G. FULLMAN

One of the best arguments for an efficient accounting system is the fact that the contractor or dealer can, at any time, make a statement to his banker and secure a necessary loan instead of holding up payment of bills and jeopardizing his credit standing. Creditors do not relish, as a rule, having the role of banker thrust upon them. It is the real function of the banker to supply additional capital where needed and justified. One of the electragist's most valuable assets is a close relation with his banker, based on confidence and mutual understanding, that enables one safely to weather the business storms that frequently harass the contractor or dealer. Not only is his credit standing thus maintained but the cash discounts which he earns represent a considerable profit which more than offsets the interest charges on a bank loan. The practice of sending copies of one's financial statement, unsolicited, to the concerns from whom one makes purchases is highly commendable and creates a feeling of confidence in the contractor or dealer.

## Credit Manager's Duty

"The credit manager's duty now is to show the salesman and the sales department whom to sell and what are apt to be the most profitable accounts for the salesman to solicit and how to accept business from others. The salesman on his side realizes that where a sale is made and a credit loss results, the net profit is very materially affected on all his business and his personal results are lowered beyond what he could have any idea of without an analysis of that condition."

—Robert Edwards.



## N. E. L. A. Committees on Business Development at Work

BY GEORGE OXLEY

In a recent address at Cleveland Roger W. Babson described the past ten years as the era of automobiles and said that in his opinion the next ten years would be just as largely the era of electricity. It is certain that we are experiencing at the present time an interest that has never been expressed before on the part of the public and the public press in the better and greater use of electrical service. At the same time there is an equal interest on the part of many communities in this country co-operatively to explain to the public the greater usefulness of electrical service.

It is therefore quite natural that the national electrical organizations should join together at this time to aid in spreading the thought of electrical development. This movement cannot logically be termed a campaign, but needs to be a continuous drive over a period of years during which time the several branches of this enormous business will be taken up and exploited individually by the many communities of the country so that the people may more quickly learn of the maximum usefulness of the various applications of electrical service.

The Joint Committee for Business Development was appointed as the result of a meeting of some fifty executives representing the several branches of the industry. It will function through the following sub-committees, each representing a branch of the industry and responsible for the direction of the particular activity under its charge.

### Lighting Committee

P. B. Zimmerman, chairman, National Lamp Works, Cleveland, Ohio.  
Rex J. Cole, Duplex Lighting Works, New York City.  
L. R. Wallis, Edison Electric Illuminating Company, Boston.  
George C. Osborne, Edison Lamp Works, Harrison, N. J.  
S. E. Doane, National Lamp Works, Cleveland.  
F. R. Farmer, Beardslee Chandelier Manufacturing Company, Chicago.  
E. J. Callahan, Westinghouse Lamp Company, New York City.  
F. W. Smith, United Electric Light & Power Company, New York City.

### Appliance Committee

C. E. Greenwood, chairman, Edison Electric Illuminating Company, Boston.  
A. K. Baylor, General Electric Company, New York City.  
A. J. Hixon, National Association Electrical Contractors and Dealers, Boston.  
W. E. Robertson, Robertson-Cataract Electric Company, Buffalo.  
F. A. Ketcham, Western Electric Company, New York City.  
A. A. Brown, Westinghouse Electric & Manufacturing Company, New York City.  
W. R. Putnam, Idaho Power Company, Boise, Idaho.

### Industrial Power Committee

C. K. Nichols, chairman, New York Edison Company.  
LeRoy Clark, Safety Insulated Wire & Cable Company, New York City.  
A. A. Brown, Westinghouse Electric & Manufacturing Company, New York City.  
E. W. Lloyd, Commonwealth Edison Company, Chicago.  
F. W. Smith, United Electric Light & Power Company, New York City.

E. W. Robertson, Robertson-Cataract Company, Buffalo.  
C. L. Collins, 2d, Reliance Manufacturing Company, Cleveland.  
R. S. Ballard, Southern California Edison Company, Los Angeles, Cal.

### Wiring Committee

A. K. Baylor, chairman, General Electric Company, New York City.  
A. J. Hixon, National Association Electrical Contractors and Dealers, Boston.  
L. R. Wallis, Edison Electric Illuminating Company, Boston.  
C. C. Fisher, Pacific Gas & Electric Company.

Following the naming of the above committees and the outlining of their duties, Chairman R. H. Tillman also appointed a special committee, under the chairmanship of E. W. Lloyd, Commonwealth Edison Company, Chicago, to study present central station methods of merchandising and to outline plans for revivifying now dormant or underdeveloped commercial departments of electric lighting companies.

The American Building Exposition, which has been twice postponed by reason of the incompletion of the building, will open the new municipal auditorium, Cleveland, Ohio, on April 22, to continue for a period of eleven days. The exposition will show every character of building material, interior decoration, finishing and furnishing.

## Jobber Starts Radio School for Dealers

Under the direction of J. S. Golon, a former Navy instructor in wireless telephony and telegraphy, the Newark (N. J.) Electrical Supply Company has opened a free radio school for electrical dealers. Classes meet at 7 p.m. on Monday evenings, at the company's building at 233 Market Street. At the first class, held on March 6, more than fifty dealers turned out. The course, which will last between six and eight weeks, will take up the elements of radio operation and installation, and in addition will cover the retail sales problems of merchandising radio goods.

The F. Bissell Company of Toledo, Ohio, jobber and manufacturer of electrical supplies and devices, has moved to new quarters at 812-822 Lafayette Street, into its own building. The new plant covers practically half a block, permitting the company to combine all of its departments and stocks under one roof, with the exception of the lighting fixture studio, which is being continued under the original and unique plan of using a large residence for display and salesrooms.

# Record of Lighting Fixture Patents

Issued from Feb. 7 to Feb. 28, 1922

Compiled by NORMAN MACBETH  
Consulting Illuminating Engineer, New York

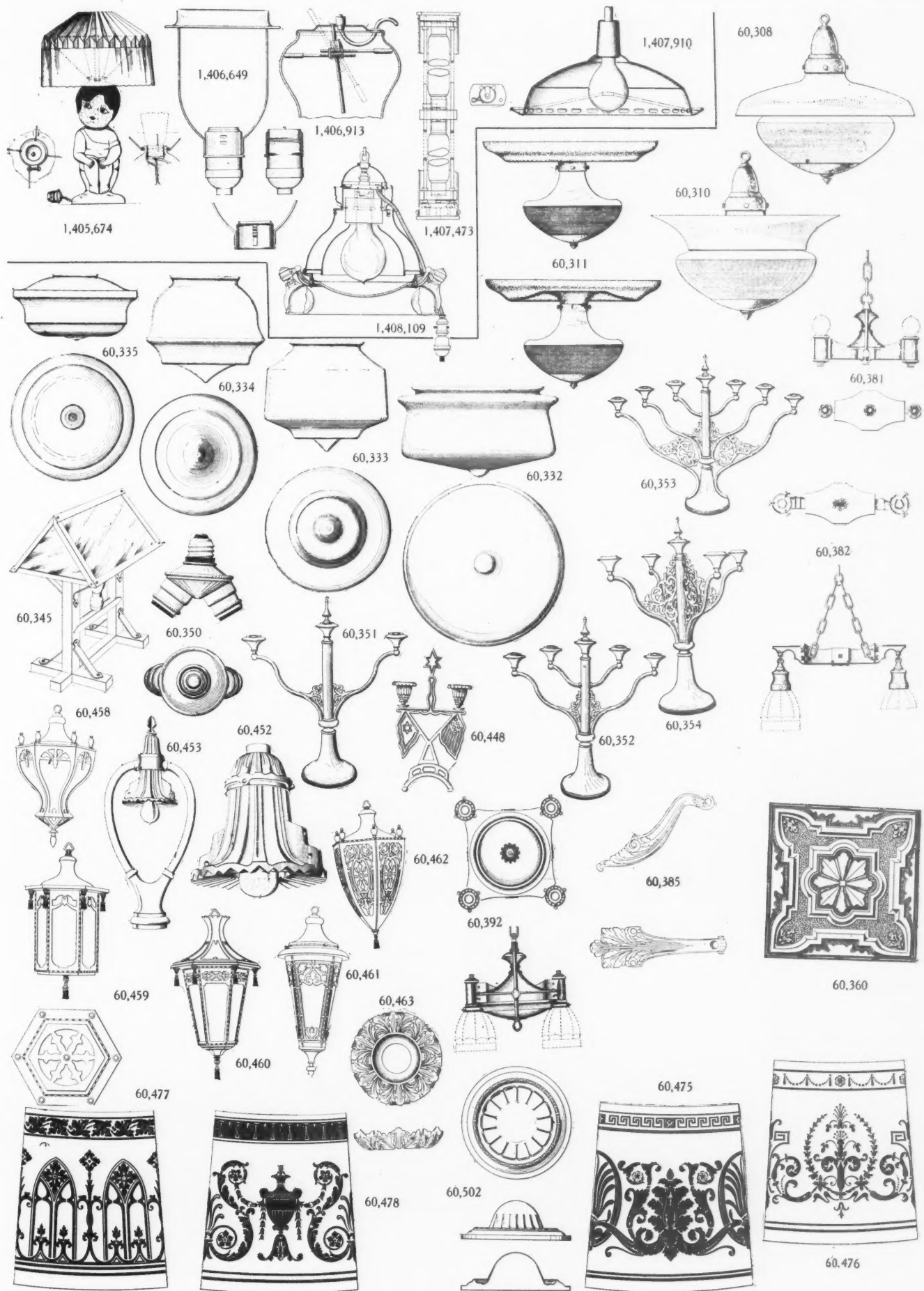
## Mechanical Patents

- 1,405,674. **Lighting Fixtures.** Charles F. Eckhart, Milwaukee, Wis. Filed Feb. 7, 1921. Issued Feb. 7, 1922.  
1,406,649. **Snap Shade Holder for Electric Sockets.** William Jaeger, Philadelphia, Pa. Filed Aug. 9, 1921. Issued Feb. 14, 1922.  
1,406,913. **Holder for Electric Lights and Other Purposes.** Paul J. Timberlake, Jackson, Mich. Filed April 6, 1920. Issued Feb. 14, 1922.  
1,407,465. **Electric Candle Lighting Fixture.** Walter R. Kahns, Brooklyn, N. Y., assignor to J. H. White Manufacturing Co., Brooklyn, N. Y. Filed May 21, 1921. Issued Feb. 21, 1922.  
1,407,473. **Lamp Fitting.** Ethelbert Thomas Ruthven Murray, Hertfordshire, England. Filed Dec. 1, 1921. Issued Feb. 21, 1922.  
1,407,910. **Reflector.** Albert L. Arenberg, Chicago, Ill. Filed Jan. 10, 1920. Issued Feb. 28, 1922.  
1,408,103. **Color Identifying Apparatus.** Norman Macbeth, New York, N. Y. Filed Dec. 24, 1919. Issued Feb. 28, 1922.

## Design Patents

- The following are ALL the design patents pertaining to lighting materials issued by the U. S. Patent Office, from Feb. 7, 1922, to Feb. 28, 1922, inclusive.  
60,308. **Lighting Fixture.** William T. Blackwell, Westfield, N. J., assignor to Westinghouse Lamp Company. Filed Mar. 30, 1921. Issued Feb. 7, 1922. Term of patent, fourteen years.  
60,310-11. **Lighting Fixture.** William T. Blackwell, Westfield, N. J., assignor to Westinghouse Lamp Company. Filed Mar. 30, 1921. Issued Feb. 7, 1922. Term of patent, fourteen years.  
60,332-35. **Glass Lighting Bowl.** Edgar A. Gillinder, Philadelphia, Pa., assignor to Gillinder & Sons, Inc., Philadelphia, Pa. Filed May 17, 1921. Issued Feb. 7, 1922. Term of patent seven years.  
60,345. **Lamp.** George L. Hopping, Pasadena, Cal. Filed April 11, 1921. Issued Feb. 7, 1922. Term of patent, seven years.  
60,350. **Duplex Socket for Electric Lamps.** Sidney M. Knapp, New York, N. Y. Filed Jan.

- 8, 1921. Issued Feb. 7, 1922. Term of patent, three and one-half years.  
60,351-54. **Candelabrum.** Seth Howard Leavenworth, Rochester, N. Y., assignor to The Van Bergh Silver Plate Company, Rochester, N. Y. Filed April 21, 1921. Issued Feb. 7, 1922. Term of patent, seven years.  
60,360. **Ceiling Plate.** Paul Mohrmann, Chicago, Ill., assignor to Friedley Voshardt Company, Chicago, Ill. Filed Apr. 23, 1921. Issued Feb. 7, 1922. Term of patent, seven years.  
60,381-82. **Lighting Fixture.** Alfred Stark, Chicago, Ill., assignor to Dallas Brass & Copper Company, Chicago, Ill. Filed May 2, 1921. Issued Feb. 7, 1922. Term of patent, seven years.  
60,385. **Arm for Lighting Fixtures.** Albert Ullman, Cleveland, Ohio, assignor to the Scott Ullman Company, Cleveland, Ohio. Filed April 27, 1921. Issued Feb. 7, 1922. Term of patent, three and one-half years.  
60,392. **Lighting Fixture.** Frank Yokel, Hartford, Conn., assignor to Dallas Brass & Copper Company, Chicago, Ill. Filed May 2, 1921. Issued Feb. 7, 1922. Term of patent, seven years.  
60,448. **Candelabrum.** David Dinberg, Ogdensburg, N. Y. Filed Nov. 4, 1920. Issued Feb. 21, 1922. Term of patent, seven years.  
60,452-53. **Electric Lighting Fixture.** Joseph W. Gosling, Schenectady, N. Y., assignor to General Electric Company. Filed Feb. 12, 1921. Issued Feb. 21, 1922. Term of patent, fourteen years.  
60,458-62. **Lighting Fixture.** Isidore Kranz, New York, N. Y. Filed May 10, 1921. Issued Feb. 21, 1922. Term of patent, three and one-half years.  
60,463. **Husk for Lighting Fixtures.** Robert F. Lindeman, Providence, R. I., assignor to Alfred Vester Sons, Inc., Providence, R. I. Filed July 28, 1921. Issued Feb. 21, 1922. Term of patent, seven years.  
60,475-78. **Surface Ornamentation for a Lamp Shade or Similar Article.** George V. Strahan, Newark, N. J., and Frederick W. Mathieu, New York, assignors to Mitchell Vance Company, Inc., New York. Filed Dec. 10, 1920. Issued Feb. 21, 1922. Term of patent, seven years.  
60,502. **Lighting Fixture Member or Article of Similar Nature.** Bennie Steiger, New York. Filed June 16, 1920. Issued Feb. 28, 1922. Term of patent, three and one-half years.



Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each





## Sales Helps for the Dealer



### S. E. D. Announces New Policy in Mat and Stereo Service

Heretofore, the Society for Electrical Development has supplied its members with stereotypes and matrices for advertising illustrations without charge. Appreciating a certain unfairness in this, inasmuch as the contributions of all members are thus used for the benefit of only those who are in a position to avail themselves of this service, the Society has announced a change of policy.

Hereafter, this advertising material will be supplied to members at cost—stereos at 30 cents each; mats at 10 cents each. These prices, of course, include only the actual mechanical cost of producing plus handling and postage, and do not include any charge for original drawings, engravings and proofs.

To eliminate bookkeeping expense at both ends and to facilitate prompt service, coupon books will be supplied members for \$2.50 each. Each book will contain twenty-five coupons of 10-cent denomination.

### Electric Breezes on the Farm

"Next to electric lighting itself," reads a new booklet entitled "Fans for Farms and Country Homes," issued by the Robbins & Myers Company, Springfield, Ohio, "electric fan comfort is one of the most widely appreciated benefits made available in the farm home by the private farm lighting plant. In the living room or on the porch during hot, sultry weather, the electric fan gives one complete comfort and relaxation after a hard day in the field or kitchen. In the dining room it adds to the enjoyment of the meal and aids digestion. In the bed room it produces sound, refreshing sleep no matter how hot the nights may be. In the kitchen and laundry it makes the woman's work much easier by eliminating the wearing discomfort one associates with the hot, stuffy kitchen."

The booklet is designed for circularizing farms and country homes which have electric service. It may also be the opening wedge to the

*Show Window, Counter,  
Mail Advertising and  
Specialty Aids  
Which Manufacturers Offer to  
Help You Get More Trade*

sale of a farm electric plant, by interesting the farmer in the advantages of electric service.

Three other booklets are ready for distribution for summer fan campaigns by the Robbins & Myers Company—one for counter distribution, one for mailing out to homes, and one for mailing to restaurants, etc. All of them, together with new fan window display cards, lantern slides, and newspaper matrices, are described in the booklet, "A Breeze That Blows Profits Your Direction," ready for distribution.

### "Keep the Family Home with Radio"

Probably many a mother of a growing family would be interested in the purchase of a radio set if it were put up to her as a means "to keep the family home evenings," suggests a little folder, "Wireless Telephone for the Family," issued by the American



Boys and men aren't the only prospective radio purchasers—tell the mother how a radio receiving set will "keep the family home evenings," and she may be the deciding factor in the question of purchasing one. Illustrations like the one shown above, from the folder "Wireless Telephone for the Family," will bring this point to her.

Radio & Research Corporation, Medford Hillside, Mass.

"Father follows keenly the frequent business and market reports or sporting news," reads the folder. "Mother is interested in the local weather forecasts and operatic music. Son and daughter enjoy the jazz

pieces and vaudeville skits. The boy in school acquires understanding of current events, assists the police in locating stolen automobiles or missing persons, besides attaining proficiency in code which is received as readily as telephone speech. The youngsters look forward to the fairy or bedtime stories."

The folder has an attractive color cover of a family gathered for an evening's radio entertainment, discusses radio operation, and describes the essential parts of a radio set.

### "Many Cleaning Devices in One"

That a vacuum cleaner combines many cleaning devices in one—a thought too seldom brought to the housewife's attention—is cleverly brought out in the attractive book, "How to Judge an Electric Cleaner," issued by the Hoover Suction Sweeper Company, North Canton, Ohio.

"Your stepladder, your duster, your broom, your carpet beater, your dustpan, your carpet sweeper and an ordinary electric cleaner are combined into one easy-to-use machine that simplifies housework," it points out.

The booklet includes also a dissertation on the kinds of dirt imbedded in carpets, the methods of removing it and how the vacuum cleaner does the work.

### A Booklet on Safer Electric Elevators

"Safeguarding Vertical Transportation" is the title of a recently issued catalog describing the Schlesinger safety interlock system for electric elevators. The text discusses the need for elevator safety devices, and explains the company's electromechanical door interlock and magnetic relays, the purpose of which is to make it impossible to operate an elevator unless every door in its shaft is securely locked.

The Hobart Brothers Company, Troy, Ohio, has described and illustrated its lighting generators, switchboards and battery-charging outfits in a two-color folder entitled "Make Your Own Electric Lights."

## Let Automobile Breezes in Your Window Sell Fan Comfort This Summer

The idea that one may have all the cooling breezes of an automobile ride, and have it in the office or the kitchen while work is going on, is the idea of the refreshing fan window planned for electrical dealers this summer by the General Electric Company. There, in the window, the perspiring passer-by will pause at a glimpse of whirling wheels, and see an automobile with happy children and a no less happy dog as passengers. Their hair is blown back by the cooling breeze, and on the car is the legend, "Sixty Smiles an Hour with a G-E Fan." Grouped in the window are electric fans.

This is the window display which will feature "G-E" fans for 1922, according to plans announced by the company's Commercial Service Section. The essential part is a lithographed cutout of the automobile. The disks which represent the wheels are fastened by wires to the blades of non-oscillating fans. The idea of the rush of the car can be intensified by fastening small ribbons back of the driver's hair, to be blown out—or toy balloons can be attached to the hand of the child in the rear.

Together with this cutout for the 1922 window display, comes a set of ten different window cards in blue

and white, covering a variety of sales points. On one card, the low cost of operating fans is emphasized; on others, the value of fans for sick rooms, their utility in the nursery, the approach of hot weather, etc. All this material is packed in a convenient container. There are twenty separate pieces, together with stickers and cord for mounting the display.

Other features of the national fan campaign will be national newspaper advertising by the company; the supplying of advertising copy and electros for local advertising by dealers; posters of the "Fan Comfort Car"; gummed stickers for letters; and electrotypes of four sales letters.

## Testing a Toy Train for the Safety of the Kiddies

If an electrical toy resembled other toys in one respect—its easy destructibility at the hands of its youthful owner—its popularity with fond mammas and papas would long since have ceased to be. Durability, however, still remains its great talking point, and one reason for this is the care with which electrical toys have to be tested in the factory before being sent out to private homes for use by children.

Electric locomotives, for example, receive special study and attention to prevent them from being derailed in



No derailments or other train accidents will scare the young engineer who runs these trains, if this man can help it. Before leaving the factory the locomotive motors are run at high speed and otherwise carefully tested. All imperfect motors are refused, and 100 per cent trains are allowed to pass the tester.

operation, and, as shown in the accompanying photograph, taken in the Lionel Corporation's factory in Irvington, N. J., toy locomotives are tested as elaborately and carefully as are "grown-ups'" electrical devices, before they leave the plant.

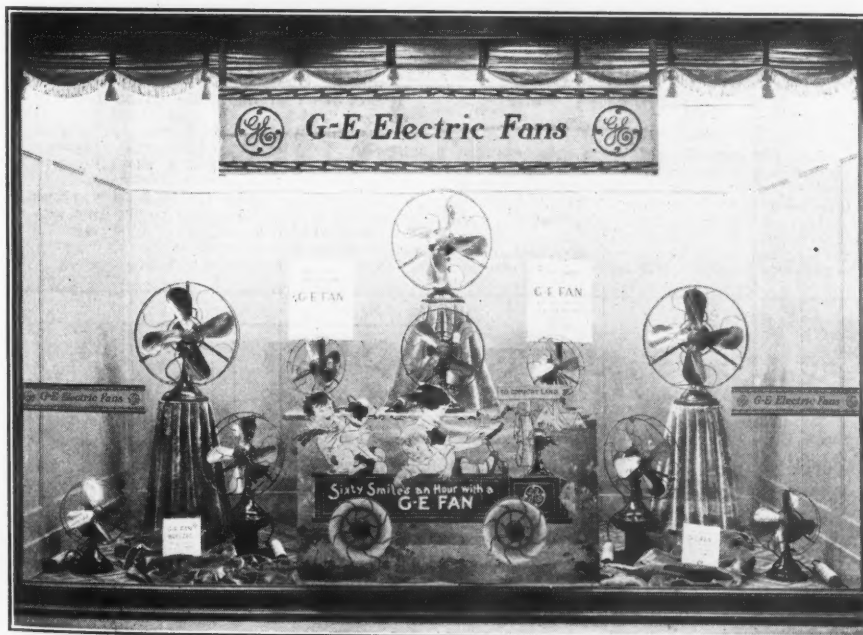
## Health and Running Water on the Farm

"There are two reasons why farms and suburban homes have installed automatic water systems," explains an interesting folder entitled "Water—and Lots of It," distributed by the Monarch Engineering Company, Dayton, Ohio.

"First, the drudgery of lugging heavy pails of water back and forth, and the back-breaking tugging at a hand pump, mean sheer wastes of time, energy, and health—consequently less leisure and less happiness.

"Second, water when standing still is a quick breeding-place for dangerous germs and bacteria—a peril to family and livestock. Fresh running water, instantly available, from an electric water system, eliminates this danger."

The Aetna Electrical Appliance Company, Scollay Building, 40 Court Street, Boston, Mass., has brought out a new booklet showing diagrams of Aetna electric water heating systems applied to various household and industrial uses. The booklet shows methods of installing the electric water heater and will be of interest to both electrical men and to layman prospects, revealing the opportunities for electric water heating under present electric service conditions.



"Oh, for an automobile ride," sighs the business man on the way back to the sultry office. Suddenly he catches a glimpse of whirling wheels in a show window, and stops to see an automobile with happy children and a no less happy dog as passengers. Their hair is blown back by the

cooling breeze of an electric fan, and on the car is the legend, "Sixty Smiles an Hour with a G-E Fan." It is the window display planned for the dealer's 1922 fan campaign, and the twenty separate pieces of the display may be had in convenient container form, ready to be set up.



# New Merchandise to Sell and Where to Buy It

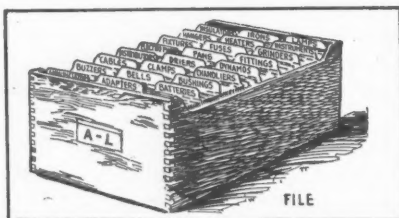
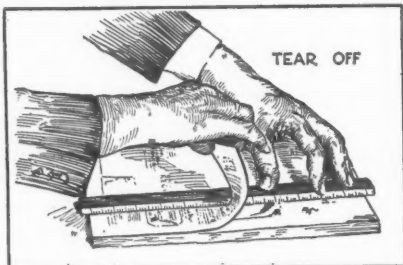
*Appliances, Socket Devices and Wiring Supplies Which  
Manufacturers and Jobbers Are Putting on the Market*

**Including Many New Appliances Suitable for the Home Electric**

## How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number **ELECTRICAL MERCHANDISING** has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of **ELECTRICAL MERCHANDISING**. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

## Makes Swivel Attachment Plug Fit Any Parallel-Slot Receptacle

*Electrical Merchandising, April, 1922*

To enable swivel plugs or any other kind of attachment plugs with Edison-screw bases to be connected into receptacles or outlets of the parallel-slot type, the adapter shown in the illustration has been placed on the market by the Benjamin Electric Manufacturing Company, Chicago.

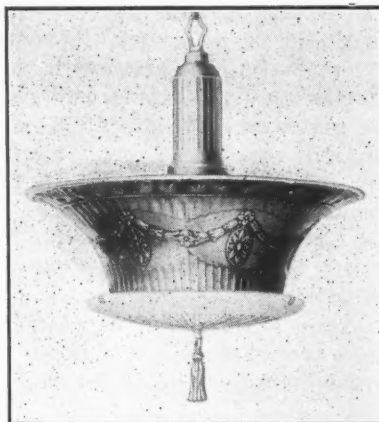
This adapted device combines a standard Edison-shell receptacle with a pair of parallel blades which will fit any standard parallel-slot receptacle. Ingenious design permits the greatest simplicity and compactness of construction.

With one of these adapters, any swivel plug or other Edison base plug can be converted into a standard-blade plug.

"We consider this an auxiliary device to our swivel plug," explains a repre-



sentative of the Benjamin Company, "since the two operate together as one device capable of practically universal use, whether there is present a slotted receptacle or Edison-base receptacle. Moreover, the swivel feature of the Benjamin No. 903 attachment plug will keep the cord straight and prevent kinks, in that way insuring its use without danger of rupturing the wires."



## Decorative Home Lighting Unit

*Electrical Merchandising, April, 1922*

To meet the more decorative requirements of a home lighting unit, the Duplex Lighting Works, 6 West Forty-eighth Street, New York City, are bringing out a new "Duplex-a-lite" combining the same basic construction with an enriched quality of metal work and fine glass. An antique brass finish makes it particularly adapted for use in living rooms, as the silver finish does for dining rooms. The decoration on the new unit may take the place of the silk shade, although the shade may still be used, if desired. The lower disks now have holes drilled in the center, so that ornamental metal tassels may easily be attached.

## Air-Cooled Electric Refrigerator

*Electrical Merchandising, April, 1922*

An air-cooled refrigerating system that does not require a mechanic to make water pipe connections is being offered under the name "Chillo" by the Chillo Manufacturing Company, 110 North Franklin Street, Chicago. The refrigerating medium used, ethyl chloride, requires a low condensing pressure,

thereby making for economy, declares the maker.

Ice cubes can be made without using a brine system with this machine. It works on an automatic control which can be set below or above freezing point. All moving parts are inclosed and self-lubricating.

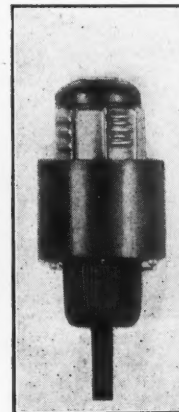
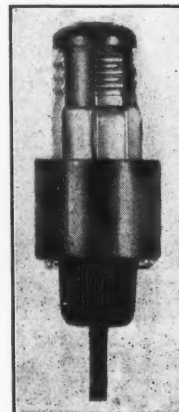
The machine may be had in various sizes, but it can be made to fit any ice-box, while the machine proper can be installed in the basement or any other convenient place near a lamp socket.

## Plug That Snaps into Threaded Sockets

*Electrical Merchandising, April, 1922*

To eliminate the bother of screwing a plug into a threaded screw socket, a threaded plug has now been developed which, simply by a push into the socket, snaps into place, the threads of the plug finding position in the threads of the socket. It can be connected or disconnected instantly.

Known as the "Arrow" quick-service plug, this new device is made by the Arrow Quick Service Plug Company, 1241 South Michigan Avenue, Chicago. Instead of the old-type spiral threaded plug, which must be screwed into place, this plug is made with four rounded, threaded strips which, by automatically expanding or contracting, fit the plug into the socket or release it, by simply pushing or pulling the body of the plug in or out of the socket.



### Safety Switches

*Electrical Merchandising, April, 1922*

The Columbia Metal Box Company, 226 East 144th Street, New York City, has placed on the market a line of Class "B" externally operated inclosed switches, substantially constructed, rugged enough to meet the abuse of the inexperienced operator, yet well finished and neat in appearance. Ample room is allowed for wiring, although the complete switch is compact. Knock-outs are conveniently placed on all sides and in the back to take care of every requirement. The controlling handle is so placed that it may be locked in the "off" position. The cover is arranged so that it may be locked with a pad-lock. Two holes are also provided for sealing by the lighting company, if so required. Included as standard equipment is a "foolproof" safety latch. This does not permit the cover to be opened when the switch is in the "on" position, and does not allow the switch to be closed while the cover is open.

### Floor Planing Machine

*Electrical Merchandising, April, 1922*

An electrically driven floor planing machine having a 6-in. planing surface has been placed on the market by L. Power & Company, 20 South Twenty-third Street, Philadelphia, Pa. The machine employs a circular cylinder with four thin steel knives, adjustable from 0 to  $\frac{1}{2}$  in. by a turn of a screw at either end. The weight of the machine is carried by rollers set in the base plate. A blower carries the shavings into a dust-proof bag. The machine is designed to remove inequalities in the surface of the floor, and to bring out the grain of the woods, either parquet or straight hardwood flooring, without dulling or raising the grain.

### Boudoir Night Lamp

*Electrical Merchandising, April, 1922*

A dainty creation of silk and lace is the newest "Gainsboro" boudoir lamp, made with a wire bracket support that slips over the back of the bed or chair. The little ladies may be had with dresses of various designs, and are offered by the Nippon Novelty Company, Inc., 264 West 145th Street, New York City.



### Dimming Lamp

*Electrical Merchandising, April, 1922*

A boudoir lamp for use in hospitals, nurseries, sick-rooms, or wherever a low light is required has been placed on the market by the R-D Electric Company, 405 West Jefferson Street, Fort Wayne, Ind. This dimming lamp gives six degrees of light from full-on to dim and out. The device may be used on alternating or direct current at ordinary house voltages and also at 32 volts, and according to the manufacturer will not get hot or burn out on any light up to and including 40 watts.

The lamp may be had in different finishes, with silk shades of various colors.

Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.

## And Now—"Broadcasting" Over the Electric Light Wires!

Washington Demonstrations of "Wired Wireless" Show Possibilities of Making Every Lamp-Socket and Convenience Outlet a Source of Broadcasted Music and Entertainment!

### Tremendous Merchandising Possibilities Seen in Sale of Plug-and-Cord Receiving Sets

AS WE go to press, reports come from Washington of some remarkable demonstrations of "wired wireless" conducted at the headquarters of the United States Signal Service, March 23, using the method devised by Major-General George O. Squier, Chief Signal Officer of the Army, for broadcasting music, concerts, news and lectures, over the wires of the local electric-lighting and power system.

In the public demonstration in his office, General Squier simply removed a lamp-bulb from its socket on his desk reading light, screwed in an attachment plug connected to his receiving apparatus, and immediately he and his audience commenced to listen-in to a distant concert being broadcasted by an operator who had made a similar connection to the lighting wires for his sending set, through a lamp socket in another part of the city.

Meanwhile, other incandescent lamps on the same circuit in General Squier's office continued burning without interference. It was thus shown that the lighting company's mains could be used simultaneously for two independent purposes—energy transmission and communication—without either function interfering with the other.

For use in communities served with electricity, "broadcasting" by the Squier method will avoid the expense and trouble of setting up antennas at receiving stations as well as at broadcasting plants; the transmission is crystal-clear and distinct; all trouble with atmospheric "static" is completely eliminated; and broadcasted music and news can be tapped anywhere in a house by plugging in with a simple receiving set to any lamp-socket or convenience outlet—quite independently, of course, of any use being made of electric service in other parts of the house, to operate lamps, motors and heating appliances.

### Antennas and "Static" Both Eliminated

As in the case of radio broadcasting, several simultaneous programs can be sent over the wires, at different wave-lengths or frequencies, the desired program being tuned-in at the receiving set by adjusting a switch-arm, as in the standard radio sets. Thus it will be possible to announce for a given evening, such parallel and simultaneous programs as say, a concert, a lecture, and a theatrical performance; and then, by plugging into any nearby socket,

or indeed the same socket or outlet, three persons can listen separately each to his own choice of the three programs, selecting at will the kind of entertainment he likes best.

It would seem also that the receiving sets necessary for such operation with "wired wireless" will be much simpler and less expensive than present sets needed to pick up the faint impulses transmitted miles through the ether, since the electrical impulses coming directly over the heavy copper lines would be many times as strong.

In short, "broadcasting over electric-light wires"—making every lamp socket and outlet the handy source for a variety of topical entertainment—presents a brand-new merchandising and good-will opportunity for the electrical industry, one possibly transcending even the present "radio rush" in magnitude and stability. While information concerning details of the new plan of wired-wireless is yet meager, ELECTRICAL MERCHANDISING promises to present in its next issue all available information and facts to answer the questions of electrical inquirers, central station officials, and merchandising men concerning the outlook for the new development.

EDITOR.





## Gossip of the Trade



### Changes Proposed in Constitution of Contractor-Dealers' Association

The formation of two labor sections and the elimination of local, district and state associations as an organic part of the national body marked the meeting of the executive committee of the National Association of Electrical Contractors and Dealers at New York, March 13-14.

Numerous changes were proposed in the constitution, all tending to make it easier for the organization to function as a national body. The various committees reported and officers were elected. James R. Strong of New York was re-elected president. Changes in the constitution will have to be ratified at the annual convention in October.

It was voted to change the name of the organization to the International Association of Electrical Contractors and Dealers. A new form of geographical representation is recommended. Heretofore the executive committee has consisted of nineteen members. It is now proposed to increase the number of divisions from four to eight and let each division select one executive committee member, in addition to which there is to be one member at large and two from the new labor sections, making in all eleven members.



When lightning invaded the summer camp of Dr. Charles P. Steinmetz two years ago, the General Electric's chief research engineer decided to build a synthetic thunderstorm all of his own and study the effects of high frequency discharge at his convenience. In his laboratory at Schenectady, Dr. Steinmetz, assisted by Messrs. Hayden and Lougee, designed and built a "lightning generator" that delivers a momentary flash of 120,000 volts at an amperage of 10,000. In the picture, snapped in his laboratory, Dr. Steinmetz is shown examining a piece of wood, splintered by his man-made lightning.

*Glimpses of  
Electrical Men at Work,  
at Play, and in Convention—  
as Caught by  
Lens and Pencil*

### Calendar of Coming Conventions

SOUTHWESTERN ELECTRICAL & GAS ASSOCIATION, *San Antonio, Tex. May 3-6.*

NATIONAL ELECTRIC LIGHT ASSOCIATION, *Atlantic City, N. J. May 15-19.*

NATIONAL ELECTRICAL CREDIT ASSOCIATION, *Detroit. May 18-19.*

ELECTRICAL SUPPLY JOBBERS ASSOCIATION, *Hot Springs, Va. May 22-26.*

WESTINGHOUSE AGENT-JOBBER'S ASSOCIATION, *Hot Springs, Va. May 29-31.*

ASSOCIATED MANUFACTURERS OF ELECTRICAL SUPPLIES, *Spring Lake Beach, N. J. June 19-23.*

NATIONAL ASSOCIATION OF ELECTRICAL CONTRACTORS & DEALERS, *Cincinnati, Ohio. Week of Oct. 9.*

By the formation of the two labor sections it is proposed that the labor question shall be limited to reports to the executive committee meetings and to the convention. A questionnaire disclosed that out of 12,761 men, employed by 1,100 electrical contractors, 6,489 were union men and 6,272 non-union. The new matter in the constitution forming the sections is as follows:

Sec. 1. Such members as so desire may form a section of this association for the purpose of making contracts or agreements or conferring with labor unions, but the business of such section shall be confined to labor matters. This shall be known as the Union Shop Section.

Sec. 2. Such members as so desire may form a section of this association to operate open or non-union shops. The business of such section shall be confined to labor matters. This shall be known as the Open Shop Section.

Sec. 3. Each section shall elect its own chairman who shall automatically become a member of the International Association executive committee.

Sec. 4. In the conduct of labor matters the Open Shop and Union Shop Sections shall enjoy complete autonomy, except as hereinafter provided.

Sec. 5. Both the Open Shop and Union Shop Sections shall appoint from their membership three members, of whom the chairman of the section shall be one. These six will form the labor committee of this association. The creation of this committee will enable the Open Shop and Union Shop Sections to co-operate if they so desire in labor matters of mutual interest.

Sec. 6. Each of the sections shall have full control of its own funds and may levy upon its members such additional dues or assessments as it may deem necessary; but no International Association funds shall be used to promote the work of either section. Neither section shall make any rules or contracts in conflict with the International Association's constitution and by-laws or contrary to state or federal laws.

Sec. 7. Neither the Union Shop nor the Open Shop Section may admit to membership any person, firm or corporation not a member of the International Association.

Another important change in the constitution enables the members to come into direct contact with the national body rather than having to go through a state or regional body. It was felt that this would not only strengthen the national body but at the same time would encourage development of more local district, and state organizations.

Considerable interest was taken in the report of the electrical code committee, which again went on record as advocating the use only of approved apparatus and material of both foreign and domestic manufacture. The committee reported that investigations were being made with respect to raising the 660-watt standard. If the results are favorable, the committee will recommend that a higher safe rating be given to outlets, always keeping in mind, however, that proper safeguards must be provided.



HUBERT S. WYNKOOP

who contributes to this issue an article on "The 660-Watt Rule," is electrical engineer for the New York City Department of Gas and Electricity, and is in charge of electrical inspection for the metropolis. Mr. Wynkoop is a graduate of Stevens Institute and after experience with the General Electric Company in various localities throughout the West and South, joined the New York electrical inspection department with which he has been identified for twenty-eight years. Mr. Wynkoop is a past-president of the National Association of Electrical Inspectors and is well known as a member of the Electrical Committee of the National Fire Protection Association which prepares the National Electrical Code.

**The Columbus Radio & Apparatus Company** is the name of a new retail shop recently opened at Columbus, Ohio, by two local radio amateurs, Howard C. Storck and William Becker, at 280 South Pearl Street. The owners of the new company are themselves radio enthusiasts and announce that wireless apparatus of all kinds will be handled and equipments assembled.

## National Electrical Credit Association—Detroit May 18-19

Local credit associations that make up the membership of the National Electrical Credit Association have been asked by President Robert Edwards, Jr. to answer a referendum as to the place of holding the twenty-third annual meeting of the association. The suggestion has been made that the invitation from Detroit be accepted and that the date be May 18 and 19. It is expected that this time and place will be chosen. A committee on arrangements has been appointed, consisting of Chairman E. W. Shepard, W. L. Goodwin, Stanley A. Dennis, and the presidents of the five divisional associations. This committee will prepare the program and select the speakers.

## Hearings on 660-Watt Rule at Chicago and New York

A hearing open to all parties interested will be held in the assembly rooms of the Chicago Board of Fire Underwriters, Insurance Exchange Bldg., 175 W. Jackson Blvd., Chicago, beginning at 10 a. m. Tuesday April 18, by the members of the standing committees on devices and materials and on wiring systems and standards of the Electrical Committee of the National Fire Protection Association, to afford opportunity to all interested to express their views regarding a proposal which has been made to change Rule 23d and related rules of the 1920 edition of the National Electrical Code covering limitations upon maximum load of branch circuits.

The meeting will be in charge of A. Penn Denton, 17th and Oak Sts., Kansas City, Mo. and A. R. Small, 207 E. Ohio St., Chicago.

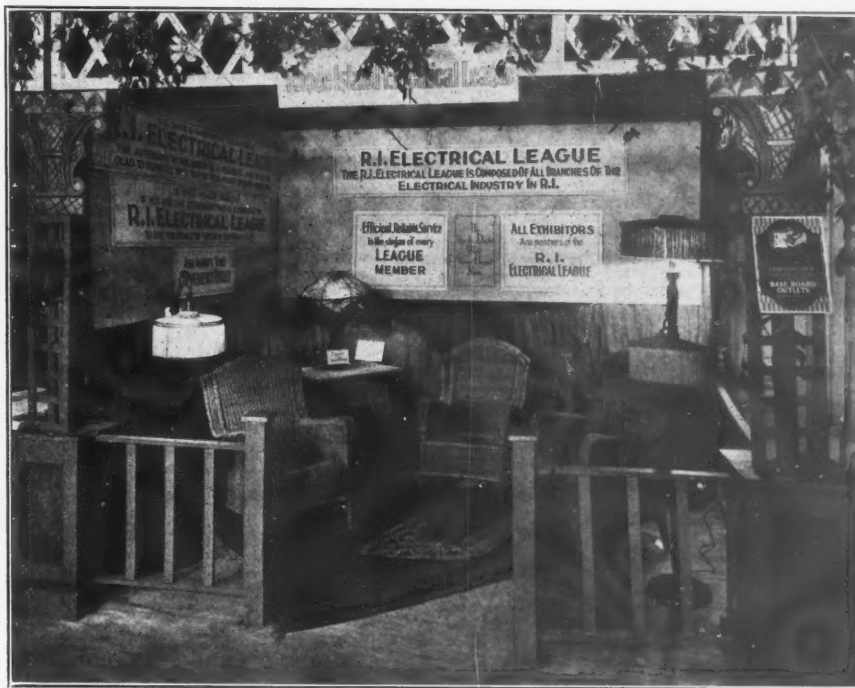
It is the present plan to arrange for a second public hearing, probably in New York City on or about May 15.

## S. E. D. Opens Clearing House for Convention Meeting Dates

The Society for Electrical Development has announced that it has established as a gratuitous service to the industry a clearing house for the scheduling of electrical meetings. This action has been taken in direct response to a suggestion in which it was pointed out that the frequent conflicts between meetings of different groups of electrical men interfere with the attendance of many.

The Electrical Supply Jobbers' Association has offered to co-operate by forwarding to the society tentative dates set for important meetings and receiving information as to what other meetings may have been set for the same date so that, if advisable, conflict can be avoided. It is believed that the other associations will co-operate.

## Rhode Island Electric League Gives Providence Its First Electric Show



Under the auspices of the Rhode Island Electrical League, Providence's first electric show was held March 13-18, and visited by 12,128 persons. The show was held at the Providence Plantations Club, the ballroom being set apart for the exhibits. Sixteen booths were prepared and the compactness and diversity of the show aroused much favorable comment.

N. I. Allen, of W. A. Huse & Company, Providence, was general manager of the display. All rentals were arranged and paid for in advance of opening, and the public was admitted free. The Rhode Island Electrical League maintained an attractive booth in which house-wiring costs and

methods were explained, and none but members of the League were permitted to exhibit. A great variety of appliances was shown, including radio telephone equipment. The exhibitors included: W. A. Huse & Son, Union Electric Supply Company, Narragansett Electric Lighting Company, Tilden-Thurber Company, Rhode Island Electrical Equipment Company, Boss Electrical Supply Company, Belcher & Loomis Hardware Company, Walker Electric Company, City Electric Company and Rhode Island Electrical League. The cost of the show was estimated at about \$8,000 at the time a representative of ELECTRICAL MERCHANDISING visited the display.

## F. J. Hall, Associate of Mark Twain and U. S. Grant, Resigns from Habirshaw Co.

Fred J. Hall has resigned his connection with the Habirshaw Electric Cable Company, Tarrytown, N. Y. During Mr. Hall's long association with the company, which began shortly after his uncle, Dr. Habirshaw, formed it, Mr. Hall has passed through nearly every department of the business. During the last six years he has been publicity manager and editor of "The Wire Message," the monthly house organ of the company. It is Mr. Hall's intention to continue in publicity work.

"The only fully developed plan I have at present," says Mr. Hall, "is to take a good vacation and do a little pleasure traveling. I have long looked forward to indulging myself in this way, but have never until now had an opportunity to do so."

Prior to his connection with the Habirshaw Company, Mr. Hall was one of Mark Twain's publishers, and also served as secretary to President Ulysses S. Grant, personally taking down from dictation and editing the famous "Memoirs of U. S. Grant."

## Electrical Pages in Canadian Newspapers

Electrical pages are now published regularly in the local newspapers of Hamilton, Ont., under the direction of the Hamilton Electrical Development League which is conducting a "Do It Electrically" Campaign from Nov. 1 to May 31, 1922. An essay contest has also been held in the local schools under the auspices of the Hamilton League, along the lines of the contest previously held by the Cleveland Electrical League.

Weekly electrical pages are also published in the cities of Windsor, St. Catharines, Kitchener, Brantford and Ottawa, and plans are now under way to have similar pages in London, Toronto and Guelph.

The Schwarze Electric Company, Adrian, Mich., has appointed Fred H. Scarborough, with offices at 1215 Filbert Street, Philadelphia, as its direct representative for the sale of the Schwarze line of bells, in the territory of New Jersey, west and south of Trenton, including Trenton, Pa., east of Altoona including same, Delaware, Maryland, District of Columbia and Virginia.





### Lens for Electric Headlights

*Electrical Merchandising, April, 1922*

Glareless road lighting is claimed for the "Liberty Lens," for use in electric headlights for motor cars, manufactured by the Macbeth-Evans Glass Company, Pittsburgh, Pa. Six perpendicular recesses on the face of the lens serve to spread the light rays to a width sufficient for sharp curves. Seven transverse prisms on the lamp sides of the lens bend the rays below a line 42 in. high, 75 ft. ahead, the manufacturer explains.

### Electric Power Stand for Farm Use

*Electrical Merchandising, April, 1922*

The General Electric Company has recently placed on the market a small portable stand carrying an electric motor and a sufficient number of pulleys, etc., to permit its being belted to almost any device for farm service. It weighs about 60 lb.

The stand proper consists of a substantial tripod carrying a casting which supports the motor, back shaft, and bearings. The casting also forms the gear housing, and has "cast-in" hand grips for carrying the stand. The motor, which may be one of a number of standard frames, but may not be rated larger than  $\frac{1}{2}$  hp. or a slower speed than 1,140 r.p.m., is suspended from the bottom of the casting. Alternating current motors for operation on any commercial frequency at 110 or 220 volts, or direct current motors on voltages of 220, 110, or 32, are applicable, as long as they come within the horsepower and speed specifications.

As to its application to farm use, it can be made to drive alfalfa mills, bottle fillers, fodder cutters, grindstones, horse clippers, sheep shearers, spraying machines, and cream separators. It can also be applied to many uses in garages, repair shops, machine shops, etc.

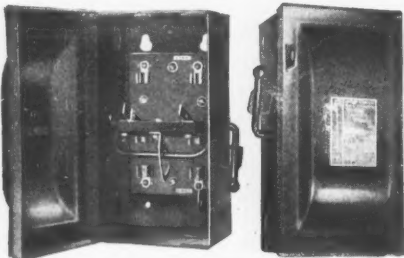
### Externally Operated Switches

*Electrical Merchandising, April, 1922*

The Trumbull Electric Manufacturing Company of Plainville, Conn., is just putting on the market a new line of externally operated punched clip-type "C" switches, 30-200 amp., 2-3-4 pole; 250-500 volts.

This switch represents an addition to the safety "type A" machine made switches made by the same company. It is a switch of punched clip construction and is designed for use where the heavier "type A" switch is not needed and where it isn't necessary to have the safety interlocking features.

The standard box is used as with "type A" switches having the same finish made from Armco Ingot iron.

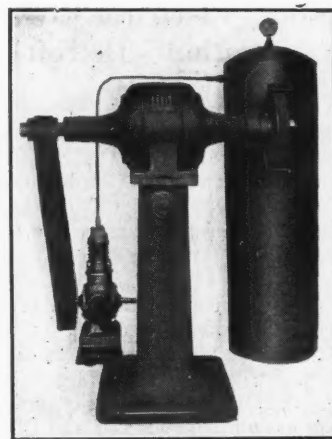


### Electric Shop Aid

*Electrical Merchandising, April, 1922*

A combination tire buffer and grinder, and power motor, is a new product of the Hobart Brothers Company, Troy, Ohio. The outfit consists of a 2 hp. ball-bearing, heavy-duty, buffing motor, completely built, mounted on a heavy weight stand, equipped with buffing or emery wheel on one side and pulley at the other end for operating air compressor, line shaft, drill press, etc.

The outfit is ball-bearing equipped and can be equipped with flexible shaft for grinding, drilling, etc., and as a general utility, all-round outfit. The outfit as illustrated is operating an air compressor.



### Silver-Plated Table Lamp

*Electrical Merchandising, April, 1922*

Silver plating and an alabaster shade

trimmed with "sunset" glass are features of the new portable lamp offered by Lamb Brothers & Greene, Nappanee, Ind.



### Lighting Fixture Parts

*Electrical Merchandising, April, 1922*

The Faries Manufacturing Company, Decatur, Ill., is offering a number of new style socket covers, candle cups, and bobeches, shown in the accompanying illustrations, which are about half size.

The beaded effect adds to the attractiveness of these parts, a few samples of which were displayed at the Milwaukee Fixture Market.

### Porcelain Novelty Lamp

*Electrical Merchandising, April, 1922*

Called "Demure" because the dainty figure with its feet close together suggests the song, "Be Good," the new boudoir or novelty lamp offered by Fulper Pottery, Flemington, N. J., may be had in six delicate shades of orchid, jade, rose and others. The skirt forms the shade, and is of porcelain made translucent by the light bulb behind it.

### Automatic Display Cabinet

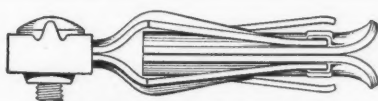
*Electrical Merchandising, April, 1922*

A new idea in display cabinets is embodied in the cabinet developed by the Ninety Degree Corporation 151 Lafayette Street, New York City.

The cabinet first stands in the display window—or wherever the dealer has it operating—closed. Then its two cupboard doors automatically open, displaying five drawers also closed. The top drawer comes slowly out to its complete length, tilts down to an angle of 45 deg., remaining in that position and displaying its contents for any regulated period. It then tilts back, slides into the cabinet, the drawer beneath comes out, and the operation is repeated until the last drawer has been shown. Then the doors close and remain so for any regulated period until the operation starts again. The cabinet is operated by an electric motor.



What's new on the market? These pages will tell you. ➡



### Gripping Terminal for Heater Plugs

*Electrical Merchandising, April, 1922*

"Grippal" is the name given by the Beaver Machine & Tool Company, 50 Church Street, New York, to a new equalizing terminal for use with heater plugs. When the spring opens up to receive various sized terminals, the shoe remains parallel to the axis and hence gives a long surface contact. The actual contacts are hinged and therefore can

assume the shape of the connecting terminal. The tension is obtained through the use of phosphor bronze springs—phosphor bronze retaining its tensile strength in spite of heat and constant use.

These two springs are held together by a brass wrapper which is separate from the screw at the upper end. The wire confining screw can be entirely removed without disturbing other parts. There are no loss parts to fall out or get out of adjustment.

Advantages claimed for the device are that it fits any type of appliance terminal, flat or round; that it insures a connection  $\frac{1}{2}$  of an inch in length, and that it has a practically unbreakable casing.

The "Grippal" is used in Beaver heating plugs and switch plugs.



### Twin Plug

*Electrical Merchandising, April, 1922*

The most recent development in twin plugs made by the Anylite Electric Company, Fort Wayne, Ind., supersedes the style the company previously made. Greater strength, neater appearance, ability to make contact in any socket, and spring contacts were the features aimed for in its design. It is rated at 220 volts, 660 watts.

### Cabinet-Type Sewing Machine

*Electrical Merchandising, April, 1922*

The "Singer No. 101," the latest model sewing machine offered by the Singer Sewing Machine Company, 149 Broadway, New York City, has a newly designed motor built into the machine, which is enclosed and can be concealed in a useful desktable when not in use.

No adjustment is necessary, the motor being always ready for use, and spiral gears transmitting the drive direct to the sewing machine mechanism. All working parts are easy of access, the lower mechanism being beneath a detachable cloth plate. It is of the rotary type, and the speed is controlled by light pressure against the knee lever.

The cabinet may be had in brown mission or mahogany.

### Amplifying Transformer

*Electrical Merchandising, April, 1922*

The new shell-type amplifying transformers brought out by the Thordarson Electric Manufacturing Company, 501 South Jefferson Street, Chicago, is wound with silk-covered wire. The coils are wound in separate sections and placed side by side on the core. The core is twice the cross-section of that of the ordinary amplifying transformer and is made of silicon steel. It has a low distributed capacity, and the ratio is  $3\frac{1}{2}$  to 1. The device is mounted in a brass or nickelled frame.

### Soap Powder for Washing Machines

*Electrical Merchandising, April, 1922*

So important a factor in the cleansing of clothes in washing machines is the soap or other washing agent used, that the Pittsburgh Gage & Supply Company, Pittsburgh, Pa., is now making a special soap powder which it is offering in handy box form for use in electric clothes washing machines.

This "Gainaday" soap powder is essentially pure castile soap, the base of which is Italian olive oil stock. About two ounces, thrown in the tubful of water, will develop abundant suds and hasten the cleansing of soiled clothing.

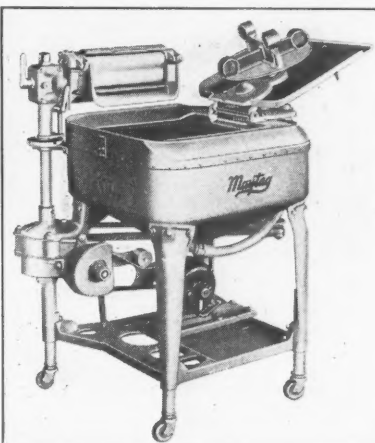
### Washing Machine with Cast Aluminum Tub

*Electrical Merchandising, April, 1922*

The Maytag Company, Newton, Iowa, in bringing out a new washing machine with a tub of cast aluminum, aims to make use of the qualities of aluminum which will make a tub that will not corrode, rust, warp, dry out, splinter or dent. The entire machine is of metal except the wringer rolls.

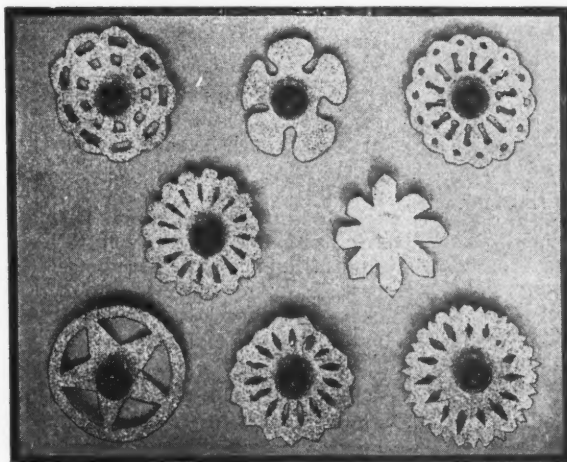
The control of the washer is entirely automatic, as lowering the lid starts the agitator and, when the lid is raised, the agitator is automatically thrown out of gear. There are no working parts exposed and the flat table top lid is free from obstructions.

A single tub aluminum washer can at any time be changed into a double tub in a few minutes by attaching an extra tub, which is complete with the new aluminum agitator.



### Tinsel Christmas Tree Light Reflectors

*Electrical Merchandising, April, 1922*



Much of the hard brilliance of many Christmas tree lights is softened by the small new Christmas tree light reflectors which may now be had, and which slip over the small light bulbs. Covered with silver tinsel which scintillates with the reflected light of the miniature lamps, these little ornaments give a flower-like effect to the Christmas tree. They may be had in eight designs, and although themselves silver, reflect the colors of the blue, green, red or yellow tinted bulbs.

They are made by the Shaphard Novelty Manufacturing Company, 747 Bedford Avenue, Brooklyn, N. Y.

### Waffle Iron

*Electrical Merchandising, April, 1922*

With its cooking surface made of aluminum, the electric waffle iron made by the Wells-Morris Manufacturing Company, San Francisco, and marketed by Western Agencies, Inc., 711-713 Mission Street, San Francisco, requires no grease, and hence smoke and odors are eliminated. The iron is circular in shape, standing on four legs, the upper grid forming a hinged cover, so that both sides of the waffles are cooked at once. The rating is 660 watts. With the exception of the aluminum grids, all parts are of steel, with polished nickel over copper plating.

### Appliance Switch Plug

*Electrical Merchandising, April, 1922*

"Bryant No. 651" appliance switch plug is a new device recently introduced by the Bryant Electric Company of Bridgeport, Conn., which will fit practically all makes of heating appliances. Its most important features are a toggle switch mechanism; self-adjusting springs, which make tight connection to the pins of the appliance; and hard dense composition casings.

By removing two screws, the contacts can be renewed when they become pitted and worn.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.



## O. D. Young Heads Committee to Study Basic Causes of Unemployment

The fundamentals of unemployment and control of the business cycle are to be the subjects of a thorough investigation by a special committee of the President's Conference on Unemployment, selected at a recent meeting in the Department of Commerce. Owen D. Young, vice-president general Electric Company, New York, was named chairman; Joseph H. Defrees, president Chamber of Commerce, U. S. A.; Clarence Mott Woolley, president American Radiator Company, New York; Matthew Woll, vice-president American Federation of Labor, and Miss Mary Van Kleeck, Russell Sage Foundation, New York, are the other members of the committee. Edward Eyre Hunt, secretary of the President's Conference on Unemployment, was appointed secretary of the new committee, and Wesley C. Mitchell of New York, field director of the study.

The committee is to report to the President's Conference on Unemployment and the public in about six months.

## Harvard Plans Intercollegiate Radio News Service

For the first time since 1916 the Harvard Wireless Club is in operation, and college wireless enthusiasts have begun to carry out plans for an intercollegiate wireless news service. The club has arranged to have men on duty at certain hours each day and will try to draw up schedules with other colleges. The club is equipped with a transmitting set, which will send 500 miles, and a receiving set, which will pick up messages from any point in the United States east of the Mississippi.

Arrangements are to be made with Dartmouth, Princeton, Yale, Brown and Tufts for the proposed news service, it was announced.

**The Beaver Machine & Tool Company** of Newark, N. J., through its representative, R. A. Belmont, distributed at the Milwaukee Fixture Market samples of its shallow canopy switch with Bakelite body, the souvenir samples having been cut away to show the quick-break operation of the ingenious contact mechanism in the switch.

**The Coffin-Perry Company**, Huntington Bank Building, Columbus, Ohio, has been appointed the representative of Edwards & Company of New York for the entire states of Ohio, Kentucky, West Virginia and western Pennsylvania.

**The Moe-Bridges Company** of Milwaukee announces the opening of a direct factory branch at 933-935 Mission Street, San Francisco, under the management of B. J. Wildman. In

making the announcement, O. E. Moe, sales manager of the company, says: "Four large display rooms on the ground floor have been beautifully equipped, and a large stock of finished fixtures, portable lamps, glassware and fixture parts will be carried, and all dealers in the Western states will be served by direct shipments from this Pacific Coast branch." Because of its rapidly increasing volume of business, the company has also leased a new building adjoining the Milwaukee factory.



We know a lot of ex-aviators who will assure you they are through with flying forever. But show 'em a ship full of gas and oil and see what happens! We'll bet a warm spring day sends M. F. Falk, president of the Rhode Island Electrical League, wandering over to the nearest Army field to beg a hop!

**George Bracken and J. W. Clark** have opened up a new electrical supply store in the Rivoli Theater Building, LaCrosse, Wis., which will be known as the Rivoli Electric Shop. Mr. Bracken has been for a number of years manager of merchandise sales for the Wisconsin-Minnesota Light & Power Company. Mr. Clark has been in the electrical supply and contracting business for the past ten years. The company will do a general contracting business, and also carry a full and complete line of electrical household appliances.

**Frank Kiernan & Company**, advertising agency, 135 Broadway, New York, have opened a "Business-Paper Department" under the personal direction of Alfred N. Williams. Mr. Williams, formerly of the Fairchild Publications, and with an experience of seventeen years in trade paper advertising agency work, explains that this department will accept as clients only those who will use, as their basic advertising, the business papers covering their respective fields.

## Exchange Situation May Halt German Electrical Deliveries

Due to the depreciation of the mark, it seems probable that German manufacturers of electrical machinery and equipment will not be able to deliver on the longer-time contracts made in marks. Information to the foregoing effect has been received by the Department of Commerce. Their advices also indicate that many dealers in American electrical equipment are suffering losses, due to the fact that their stocks were purchased at higher prices than those now prevailing.

**The C. L. Smith Electric Company** has been organized at Indianapolis, Ind., with a capital stock of \$30,000, to do general electrical construction and repair work. Charles L. Smith, Charles M. Leet and Bertha Smith are directors of the company.

**The Central Electric Supply Company**, Denver, Col.—A new jobber has entered the field at Denver under the name of the Central Electric Supply Company and will be managed by Ernest V. Beck, who has had a wide experience in the electrical jobbing business, having been connected with the Hendrie & Bolthoff Manufacturing & Supply Company for many years and for the past few years with the Poindexter Supply Company. The new company will operate as wholesaler only.

**Henry D. Sears**, general sales agent for Weber Wiring Devices, 80 Boylston Street, Boston, has appointed W. H. Beaven, Jefferson County Bank Building, Birmingham, Ala., to represent the Weber products in North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, Arkansas and Louisiana. "Mr. Beaven or his representatives will call on the trade from time to time and acquaint it with the superior merits of Weber dependable wiring devices," announces Frank V. Burton, sales manager. "It will be our policy, as in the past, to market our material exclusively through distributing jobbers."

**Parke & Jacques**, manufacturers' representatives, have opened a sales office at 305 Seventh Avenue, Pittsburgh, Pa., where they are handling the following accounts: Stanley & Patterson, electrical signal apparatus; Efficiency Electric Company, labor-saving devices; the Austin line, conduit fittings and wiring devices; Yale Battery Company, ignition and lighting, and the Triangle Conduit Company of Brooklyn.

**The Trumbull-Vanderpool Electric Manufacturing Company** of Bantam, Conn., has issued a new catalog showing its complete line with the slogan "A Safety Switch for Every Requirement" and describing fully and with photographs the Mason switch. It has for years been working on several models so as to have a complete line.

## Exhibits at Atlantic City Convention of N. E. L. A.

An educational electrical exhibition will be one of the features of the Atlantic City convention of the National Electric Light Association, May 15-19, inclusive. The exhibition committee has issued its circulars and application blanks to the manufacturer members of the Association, many of whom already have applied for space.

A new plan for using the Million Dollar Pier at Atlantic City has been devised for this year's convention. As usual, the Registration and Convention Committee rooms will be located at the entrance to the Pier. The ballroom will be devoted entirely to recreation purposes, and the exhibits all will be located beyond the ballroom on the Pier. At the end of the Pier beyond the exhibits will be two rooms for the sectional meetings, while the theater will be used for the main convention sessions. Another meeting room has been built under the theater. Thus, for the first time all convention facilities will be located on the Pier.

## New York Electrical Show, Oct. 7 to 14

The management of the New York Electrical Show has just announced that the 1922 exposition is to be held from Oct. 7 to Oct. 14 at the Grand Central Palace, Lexington Avenue and Forty-sixth Street, New York City. The show will open on Saturday morning and continue for a week, closing on the following Saturday evening. It will be open every day with the exception of Sunday.

Last year's show was held at the 71st Regiment Armory but owing to the limited space the number of exhibits had to be greatly curtailed. This year with three floors available at the Grand Central Palace there will be ample opportunity to present one of the most comprehensive expositions in the history of electrical and industrial displays. The exhibits will include all phases of electrical applications for the home and industry. Electric automobiles will be featured as in former years.

Albert A. Erdman has been appointed Western sales manager for the Pittsburgh Gage & Supply Company, manufacturer of Gainaday household appliances. Mr. Erdman is temporarily located at the Clark Hotel, Los Angeles, until warehouse facilities have been established, but he will begin immediately to develop present dealer connections and establish new ones, according to an announcement recently made by the company.

The Standard Electric Sales Company of Chicago is the name of a new organization of manufacturers' representatives headed by Wallace L. Fleming, formerly manager of the appliance

department of the Stuart-Howland Company of Boston, and later sales manager for the Russell Electric Company of Chicago, and Ross D. Cummings, formerly appliance specialist with the Western Electric Company and more recently a Western representative of the Pneuvac Company. The Standard Electric Sales Company is acting as manufacturers' representative for small electric heating devices and electric novelties, representing in the Central and New England States the Northern Electric Company of Chicago, the Tucker Manufacturing Company of Cleveland, the John Jorgensen Company of New York, the Racine Electric Company of Racine, Wis., Edwin L. Weigand Company of Pittsburgh, and the Imerso Distributing Company of New York City, besides other smaller lines. The Chicago address of the company is 105 West Monroe Street, and the New England office is located at 928 Beacon Building, 6 Beacon Street, Boston. The Standard Company has also opened an office in Denver, Colorado, in charge of D. G. Irions, who was formerly a member of the staff of *The Electrical Review*.

The Halpern Electrical Supply & Fixture Company, 1301 Surf Avenue, Coney Island, Brooklyn, N. Y., has taken over the business of S. Halpern, formerly located at 2811 West Sixteenth Street, Coney Island.

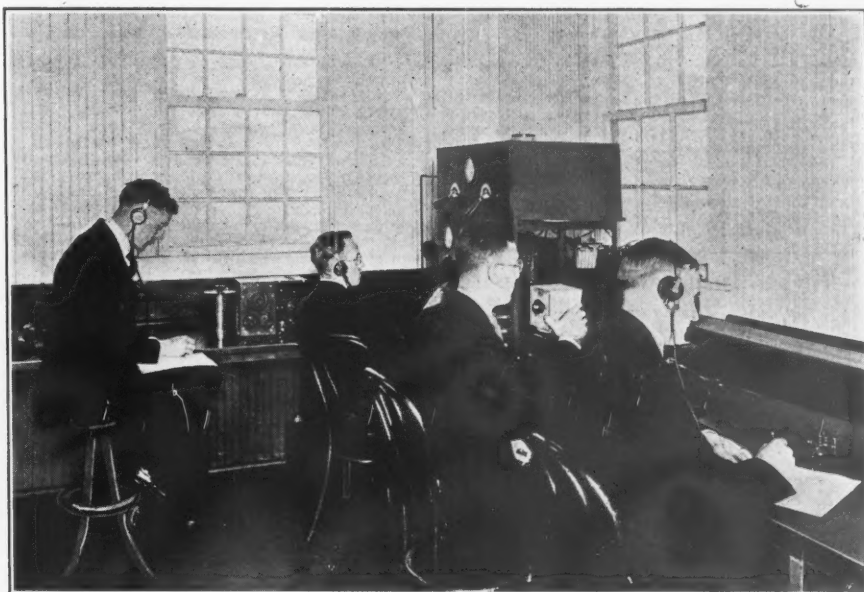
## Marion, Ind., "The Electrical City," Discusses Home Electric

The idea of building at Marion, Ind., a "home electric" completely equipped with all manner of electrical appliances and labor-saving devices for inspection by the public was launched by J. H. Sawyer, Chicago representative of ELECTRICAL MERCHANDISING, at a meeting of electrical contractors and dealers of that city, held at the Association of Commerce rooms on Feb. 22. The use of a slogan for Marion, as "The Electrical City," was also discussed.

"Marion has every reason to be known as 'The Electrical City,'" declared Mr. Sawyer, "for it has approximately 80 per cent of its homes wired for electricity, while the average per cent of cities east of the Rocky Mountains which are wired for electricity is about 33 per cent. Marion also has a large number of factories which use electricity for power purposes as well as a number of factories which manufacture electrical appliances and equipment."

Cote Brothers Manufacturing Corporation, manufacturers of Simplicity refillable fuses, has taken over larger quarters at 1425 First National Bank Building, 38 S. Dearborn St., Chicago.

## Westinghouse Establishes Radio Broadcasting Newspaper



*Radio Broadcasting News*, a weekly newspaper, has been established to mark the first anniversary of KDKA, the radio telephone broadcasting station of the Westinghouse Electric & Manufacturing Company at East Pittsburgh, Pa.

The newspaper is believed to be the first of its kind in the United States and the only one devoted solely to the publication of news concerning the activities at one broadcasting station.

About one year ago, the Westinghouse Electric & Manufacturing Company broadcasted its first program from KDKA, which was the first station in the world to give nightly broadcasting programs. Interest in the programs became so great that, in the latter months of 1921, there came to the

company an insistent demand on the part of "Listeners in" that they be informed "in advance" of the programs to be broadcasted from KDKA.

It is estimated that more than 60,000,000 persons are within the range of the four Westinghouse broadcasting stations, the calls, wave lengths and locations of which are as follows:—KDKA, 360 meters, East Pittsburgh, Pa.; KYW, 360 meters, Chicago, Ill.; WJZ, 360 meters, Newark, N. J.; and WBZ, 360 meters, located at Springfield, Mass.

The program broadcasted nightly by the Westinghouse broadcasting stations include concerts, church services, results of various games of sport, market reports, stories for children and news bulletins.

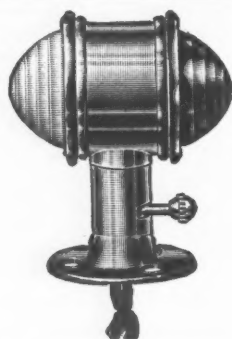


**"Tire-type" Portable Cord***Electrical Merchandising, April, 1922*

Designed to withstand the severity of portable work, the new "Royal Cord" portable cable has been placed on the market by the United States Rubber Company with the assurance that it is especially strong in those particular points which experience has proved to be most troublesome.

Its three outstanding features are durability, flexibility and a non-absorbent covering. In designing the covering it was necessary to develop a rubber compound offering full protection against wear and abrasion and at the same time capable of withstanding the harmful effects of lubricating oils, gasoline, water and acids. Samples, it is said, were immersed for fifteen hours in a solution of "battery acid" with no evidences of deterioration. As the construction is of rubber throughout, there is no exposed fabric to absorb moisture, rot, become frayed or collect dirt.

The flexibility of "Royal Cord" is such that it can be tied into knots, pulled around sharp obstacles and twisted into every imaginable shape without kinking and without injury. The copper conductors contain no splices and will not slip in the cover.

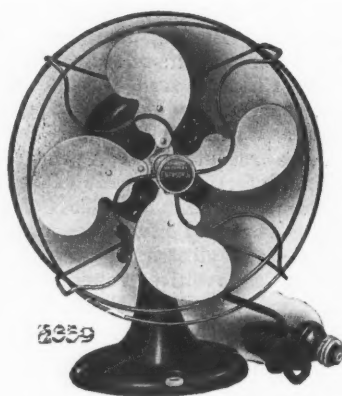
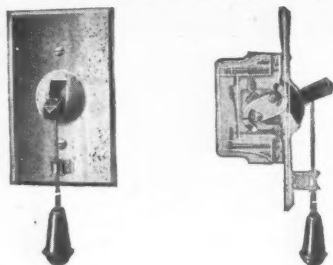
**Small Electric Parking Light***Electrical Merchandising, April, 1922*

An electric parking light for automobile use, and which uses very little current, is being manufactured by the American Auto Lamp Company, Inc., 20 Desbrosses Street, New York. A 2 candle-power bulb is used in the lamp, which is designed for installation on the left rear fender. Solid brass is used in its construction. The red and white lenses may be obtained in either star cut or beehive type. A self-contained switch is provided on the base of the lamp, which is furnished complete with bolts, nuts, washers and wire.

**Toggle Hospital Control Switch***Electrical Merchandising, April, 1922*

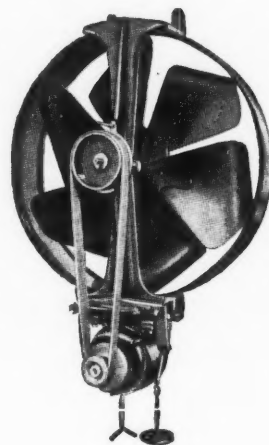
A manually operated hospital signal system control switch has recently been developed by the Bryant Electric Company, Bridgeport, Conn., which is operated by a pull on a linen cord. The toggle switch requires only a one gang box. The "kick-off" feature is to prevent the mechanism from sticking and failing to operate.

It is often desirable to give a momentary signal, so this switch is equipped with an auxiliary bell contact. When the patient pulls the cord as far as possible, this bell contact is closed.

**Disk Fan with Variable Speed Control***Electrical Merchandising, April, 1922*

For removing noxious fumes, blowing fresh air in industrial plants and other places where an unfailing supply of fresh air is needed, the "Bayley Junior" electric disk fan with variable speed control is being placed on the market by the Bayley Manufacturing Company, Milwaukee, Wis.

The feature of the fan is the speed-controlling device that permits a variation of from 2½ per cent to 100 per cent of full speed without any variation in the speed of the motor. This variation is accomplished simply by varying the belt tension by turning the hand wheel of the adjusting mechanism to the right or left until the desired speed is obtained. Aside from the convenience of having absolute control of speed, this arrangement is intended to insure economy in current consumption, as the current used by a motor varies almost directly with the amount of work the motor does.

**Fan Motor***Electrical Merchandising, April, 1922*

For the season of 1922 the Emerson Electric Manufacturing Company of St. Louis, Mo., is placing on the market a new type of alternating current fan motor.

"Emerson Junior" is a 9-in. non-oscillating fan made for alternating current of 100-120 volts, 60 cycles only. However, this fan will operate on 50-cycle current of 100 volts. It is a single-speed induction-type fan motor without brushes, commutator or moving contacts of any kind. In finish, durability of wearing parts and breeze volume it is said to be the equal of the standard "Emerson" 9-in. fan, but such refinements as speed regulation, switch, swivel, etc., have been eliminated.

It has a hinged base adjustable to the bracket position. The fan complete has a net weight of 10 lb.

**Electric Iceless Refrigerator***Electrical Merchandising, April, 1922*

"Powrkold," the electric refrigerator made by George Spalt & Company, Albany, N. Y., has only two moving parts, the motor and a rotary ball-bearing compressor, and is belt driven. The cooling is accomplished by placing a brine tank in the ice compartment having expansion coils which are connected to the machine. The chemical ethyl chloride is circulated through the expansion coils, absorbing the heat of the refrigerator, and by this method taking the place of ice.

The temperature is controlled by a thermostat with automatic control, and the refrigerator itself is cork insulated, glass lined and made in sizes to meet conditions.

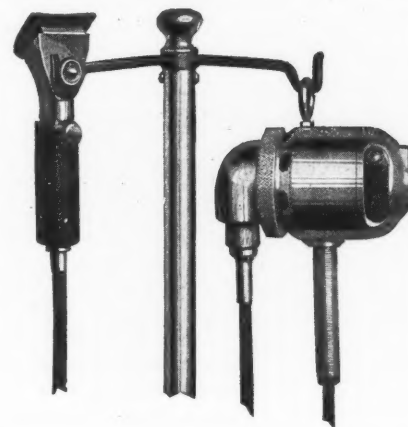
**Range with Heat-Holding Oven***Electrical Merchandising, April, 1922*

An electric range in which the surface units are of the open type and the ovens asbestos lined and heat-conserving, has been placed on the market by the Globe Stove & Range Company, Kokomo, Ind. The oven may be heated to 350 deg. F. in a few minutes, after which the current may be turned off and the oven kept hot for five hours, according to the manufacturer. There are four surface units. The switches, renewable fuse plugs and two receptacles are all conveniently arranged on the switchboard. The over-all dimensions of the range are 47½ x 27 x 48 in. Each coil of every unit is fused individually, and the hot plates are adjustable to three heats.

**Electric Hair Cutter***Electrical Merchandising, April, 1922*

A feature of the new electric hair cutter developed by the P. A. Geier Company, 5112 St. Clair Avenue, Cleveland, Ohio, is the fact that all gears are located at the motor, instead of being in the cutter handle. This, according to the maker, is to insure a smooth-running, light and vibrationless cutter.

A speed control permits the work to be regulated from 400 to 1,000 cuts a minute. The handle is of polished hard rubber cast over a metal insert.

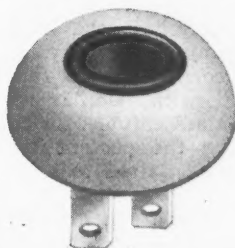


What's new on the market? These pages will tell you. ➡

### Non-Breakable Attachment Plug Cap

*Electrical Merchandising, April, 1922*

Attachment plug caps used on irons, washing machines, etc., are frequently and annoyingly broken, and the device temporarily put out of service. To eliminate this source of trouble, the Cutler-Hammer Manufacturing Company, Milwaukee, has brought out a steel-clad cap which is exactly like the standard cap (fitting all plugs and receptacles of standard design), with a protecting jacket of steel.



### Lamp Shades

*Electrical Merchandising, April, 1922*

The Tar Heel Mica Company, Plumtree, N. C., has placed on the market a line of shades made of a material called "tarmilite," which is designed to take the place of art glass. It is almost unbreakable, weighs much less than glass and gives an agreeable effect, showing colors. The manufacturer states that a 30-in. shade, made of this material, will weigh less than 4 lb. Shades can be obtained in any desired color.

### 6-Lb. Electric Iron

*Electrical Merchandising, April, 1922*

A new development of the Empire Transformer Company, 2000 Southport Avenue, Chicago, is the "Empire" six-pound flatiron. Particular attention was paid to the shape of the base and the distribution of the heat, the heat being applied to the edge first, since the edge is the first point of contact with the article to be ironed. Another feature is the shape of the handle, which is designed to prevent the operator from burning her fingers.

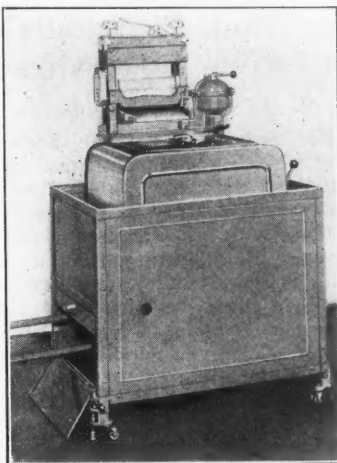
### Clothes Washer with Auxiliary Churn and "Baby" Washer

*Electrical Merchandising, April, 1922*

A new feature that has been recently added to the "Wayne" electric clothes washer by the Wayne Manufacturing Company, 124 Sidney Street, St. Louis Mo., is a small auxiliary tub that can be attached and operated from it simply by raising the lid of the big tub and inserting the "baby" washer in the opening.

This auxiliary tub, which operates with the identical motion of the big tub, may be used equally well as a churn for butter, or for washing laces, dainty blouses or the baby things that must be washed daily.

The duplex washer consists of a cylindrical container of 3-gal. capacity, around which is a flange to hold it in the lid opening of the big tub. It is all metal and has its own lid and drain spout.



### Stove and Toaster

*Electrical Merchandising, April, 1922*

A combination stove and toaster, used on either alternating or direct current at 110 volts, but also supplied for 32 volts, has been placed on the market by the National Stamping & Electric Works, 3212-3238 West Lake Street, Chicago, Ill. It is finished in a highly-polished nickel plate, which gives it a very attractive appearance. It stands 3 in. high, and has a spread of 9 in. and a heating surface of 6 in. It is furnished complete with a 6-ft. cord and attachment plug.



### White Porcelain Lighting Fixture

*Electrical Merchandising, April, 1922*

One of the line of vitrified china lighting fixtures offered by the Rush Brothers Company, 1924 Archer Avenue, Chicago, is the opaque reflector bowl (No. X38). This white porcelain bowl is suspended from a porcelain canopy by a white enameled tubing, 30 in. over all. By unscrewing the bottom knob, the bowl may be removed for cleaning with soap and water. It has three sockets inside for 60-watt lamps.

### Safety Switch

*Electrical Merchandising, April, 1922*

A new line of "Bulldog" safety-type switch has been placed on the market by the Mutual Electric & Machine Company, Porter and Fourth Avenues, Detroit, Mich. All parts of the new switch are standardized. Removable and interchangeable end plates are a feature. A large number of knock-outs is provided to meet any wiring condition.

A new development in insulating material makes it possible to build these switches so that the switch blades are actually reinforced.

The switch cannot be closed with the door open except by an experienced maintenance man, according to the maker. The door may be locked closed and the switch locked open with one or more locks. To inspect the switch without shutting down the machinery, the door can be opened with a key.

### Alcohol Blow Torch

*Electrical Merchandising, April, 1922*

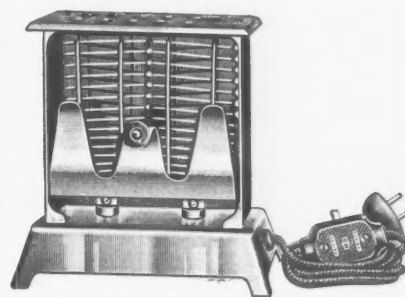
The Hunt-Lasher Company, Inc., Lynn, Mass., successor of the Federal Manufacturing Company, Inc., of Boston, Mass., is introducing a new alcohol blow torch. This torch generates its own pressure automatically and will be known as the "Selfblo."

It is made from drawn seamless brass tubing, nickel plated and highly polished. The "Selfblo" gets its pressure for the blast in the following way: The end of the tube which extends into the pilot flame is threaded inside to take a small flange plug, which, in turn, is hollowed out, making a small gas or combustion chamber. Through this plug is drilled a very small hole. Extending through this small tube and down into the barrel is a wick which takes the alcohol by capillary action to the combustion chamber. There the fuel is heated and vaporized by the pilot flame. Being vaporized alcohol it "fires," giving out a clean, intensive pressure flame. The manufacturers say that the "Selfblo" will emit a flame of 1,200 deg. F. intensity.

### Electric Toaster

*Electrical Merchandising, April, 1922*

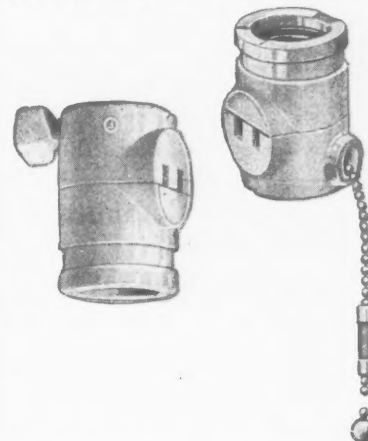
The "Rimco" toaster, made by the Rock Island Manufacturing Company, Rock Island, Ill., is all nickel over copper, the heating element constructed so as to produce even toasting. These toasters may be had in three styles—with regulation plug, with fast cord, and with the C-H switch—and are made for 110 volts only.



### Current Taps

*Electrical Merchandising, April, 1922*

Two new current taps, Nos. 560 and 680, have been added to the interchangeable porcelain line of the E. H. Freeman Electric Company, 803 East State Street, Trenton, N. J. They interchange with eight caps and eleven bases. They are especially adapted for use in bath rooms, kitchens, cellars, offices, hospitals, etc., where it is desired to use temporary heating or other electrical devices. These two items are exclusive fixtures of the "Circle F" line.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.

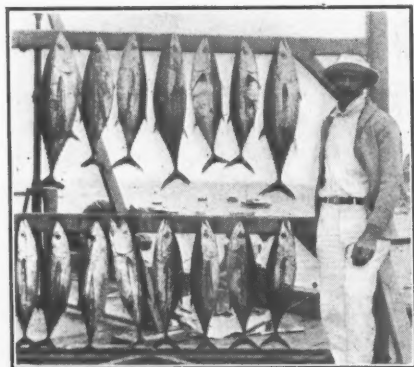


## American Washing Machine Manufacturers Association Elects Officers

At a recent meeting of the American Washing Machine Manufacturers' Association, J. L. Fellows, secretary-treasurer of the Grinnell Washing Machine Company, Grinnell, Ia., was elected president. Other officers elected are: W. A. Carson, first vice-president; S. H. Altorfer, second vice-president; George Thornton, third vice-president; E. B. Seitz, secretary; and William H. Voss, treasurer. The new board of directors of the association embraces: W. L. Rogers, Sam T. White, L. E. Dietz, F. H. Bergman and E. H. Maytag.

## Use of Light in the Medical Professions

The transaction of the Illuminating Engineering Society for January, 1922, just issued from the Society's offices, 29 West Thirty-ninth Street, New York City, are devoted to the subject of the use of light in the medical and dental professions. Dr. Louisa Paine Tingley contributed a paper on "The Use of Light in the Surgical, Dental and Ophthalmological Professions"; Thorvald Maijgren one on "Surgical Lamps"; and Dr. Percy Russell one on "Artificial Lighting in Dentistry."



There's nothing like a good photograph to back up a fishing anecdote, and here's a picture that backs up one of J. L. Fellows' best stories. Mr. Fellows, shown with his catch, is the newly elected president of the American Washing Machine Manufacturers' Association, and for fourteen years he has been actively associated with the Grinnell (Iowa) Washing Machine Company, of which he is secretary and treasurer.

## Conservation Committee to Prevent Waste in Association Work

A very important constructive step has been taken by the Society for Electrical Development, which should be of great interest to all the various trade associations in the electrical industry.

At a meeting of the society's executive committee, held last month, a committee of two was appointed, consisting of C. L. Edgar, the Edison Electric Illuminating Company of Boston, and

E. W. Rockafellow, the Western Electric Company, to be known as the conservation committee. Its function is to co-operate with similar committees from other associations for the purpose of avoiding the present tendency of different associations to engage in the same activity. The object of the conservation committee will be to conserve efforts of association work and allocate the functions of different associations, in order to avoid any duplication of endeavor.

Realizing that any conservation of effort in association work reflects itself in a direct saving to the industry as a whole and adds to the efficiency of all co-operative effort, it is hoped by the society that the other trade associations will take their cue from this action on the part of the society and appoint a similar committee to co-operate with Mr. Edgar and Mr. Rockafellow in order that the purpose for which the society's committee was appointed may be fulfilled without further delay.

The action on the part of the executive committee of the society is the result of a constantly increasing tendency within the industry to question and criticize the effective productiveness of the numerous associations. It would appear that the appointment of this committee is an important and constructive step which other associations should immediately follow in order that the joint committee can start to function effectively.

The Fullerton Electric Company is the new name of the consolidation of Fred W. L. Fullerton, Inc., of 15 West Twentieth Street, New York City, and the Domestic Electrical Supply Company, Inc., of 38 Park Place. The offices, show and stock rooms of the company are located at 230 West Seventeenth Street, New York City, with a branch at 232 Market Street, Newark, N. J.

Joseph X. Netter, for the past ten years advertising and promotion manager of the Lightolier Company, New York City, has resigned to become vice-president of Creske-Everett, Inc., advertising agents. He will, however, continue to handle the Lightolier Company's advertising.

The California Electrical Co-operative Campaign announces that it has established new headquarters in the Rialto Building, San Francisco, the same building that houses ELECTRICAL MERCHANDISING'S Pacific Coast office and sister publication, the *Journal of Electricity and Western Industry*. Robert L. Eltringham is manager of the organization.

The Conduit Electric Supply Corporation, distributors and jobbers, has recently been established at Syracuse, N. Y., with headquarters at 244 West Jefferson Street. J. F. Troutman is president of the company, A. H. Poole vice-president and J. G. Smith secretary and treasurer.



When William J. Shore, ex-president of the Independent Associated Electrical Contractor-Dealers of New York, goes to Europe for a summer vacation does he spend his time inspecting electrical wiring in Paris, Rome, London and Berlin? He does not, for when "Bill" plays, he plays. "The fair lady snapped with me," writes Bill, "is the wife of a Dutch fisherman living on the Isle of Marken. Her house was as clean as we hoped it would be. On entering it, she left her wooden shoes outside, but I couldn't follow suit, because of a hole in my hose." Darn it, Bill, too bad.

## "Do It Electrically" — New House Organ for S. E. D.

For several years the Society for Electrical Development has issued a "How-to" monthly publication under the title of *Monthly Sales Service*. Consistent with the society's desire to progress and feeling that a change, while being necessary for other reasons, also has the advantage some times of acting as a spur, it has followed this line of reasoning and changed the name of its publication to *Do It Electrically*.

The new name is in reality the same as that wonderful slogan originated and popularized by the society, and business acumen dictates the society should continue to capitalize the slogan—hence the change.

Rather than duplicate the work of the electrical trade press, in telling what is going on within the industry, the society decided to make "Do It Electrically" more a house organ for the society than a "how-to" booklet.

## "Mining & Scientific Press" Joins McGraw-Hill Company

The McGraw-Hill Company, publisher of ELECTRICAL MERCHANDISING has purchased the *Mining and Scientific Press* of San Francisco and on April 1 will consolidate it with the *Engineering and Mining Journal* under the name of *Engineering and Mining Journal-Press*. These two publications are the leading magazines of the metal mining industry, the *Journal* having been established in 1866 and the *Press* in 1860.

J. E. Spurr, editor of the *Journal*, will be editor of the combined weekly, while T. A. Rickard, editor of the *Press*, will be contributing editor keeping his residence in San Francisco and representing, in particular, the Coast and Western viewpoints.

The combined publication will be issued in New York.

## New York Electrical League Will Have "Apartments Electric"

In addition to arranging for the customary monthly luncheon meetings of the New York Electrical League, which in the past have proved so successful, a program of enlarged activities formulated by a sub-committee consisting of Messrs. W. L. Goodwin, O. H. Caldwell and James R. Pollock has been adopted. This program as announced by President Walter Neumuller includes:

1. The appointment of a committee to co-ordinate the efforts which are being made by the various branches of the industry to stimulate the use of more convenience outlets.
2. The appointment of a committee to co-ordinate the activities of the various branches of the industry looking to adequate wiring in new and altered buildings.
3. The appointment of a committee to establish an electric apartment which will be a permanent example of the best practise in electric lighting and the use of electric appliances in the home.
4. The appointment of a show committee to which will be referred all requests to participate in trade shows and which will ascertain the relative merits of such shows.
5. The appointment of a committee to co-operate with and create a greater interest in the New York Electrical Show.
6. The establishment of a speakers' bureau to address local organizations, commercial clubs, Rotary, Kiwanis and women's clubs.
7. The appointment of a committee to co-ordinate the efforts of the various branches of the industry to promote better window and store lighting.
8. The appointment of a committee to conduct an essay contest, preferably during the Electrical Show, within the public schools, both grammar and high, on some electrical subject.
9. The institution of a new class of contributing members of the league.
10. The appointment of a finance committee.
11. The raising of adequate funds for the enlarged activities of the league.
12. The appointment of a "vigilance" committee to safeguard the good name of electricity.

Some of these committees, as well as the advisory, speakers', membership, co-ordinated advertising and publicity committees, have been appointed and are already at work. Their personnel will be announced in the form of a printed leaflet which will be distributed to the membership shortly. A League Roster is also in preparation by Secretary Goldman.

The Pioneer Lighting Fixture Company, formerly located at 317 Broome Street, New York City, has moved into

new quarters at 94 Bowery. Office, factory and salesroom are combined at the firm's new location.

## New Retail Electrical Stores

### ARKANSAS

**Conway** (Faulkner County)—Kreiger & James.

### CALIFORNIA

**Hollywood**—William Thomas, 7740 Santa Monica Boulevard.

**Pomona** (Los Angeles County)—T. S. Halverson, 212 East Second Street.

**Porterville** (Tulare County)—William Parry and A. Kammeyer, successors to A. P. Parsons.

**Ramona** (San Diego County)—G. F. Roberts and A. H. Roberts, Garfield and Ramona Blvd.

**Riverside**—Diamond K Electric Shop, F. Karbe, proprietor, 333 West Eighth Street.

**San Diego**—Coast Electric Company; J. Frank Munro, Ralph J. Zink and Hans S. Onstad, incorporators.

**San Francisco**—Robert A. Bosch, 928 Geary Street.

**Santa Ana** (Orange County)—J. G. Robertson, 117 East Third Street, enlarging quarters.

### COLORADO

**Denver**—Central Electric Supply Company, Inc., care of Whitehead & Vogle, 315 Colorado Building. Incorporators, E. V. Beck and others.

### CONNECTICUT

**Derby**—Androphy Electric Company, new quarters at 8 Olivia Street.

**New Haven**—Shemitz Brothers, new and larger quarters at 103 Crown Street.

**New London**—A. J. Levinson, 80 Bank Street.

Thomas Clahan, new quarters at 51 Main Street.

**Waterbury**—Waterbury Electric Company, 187 North Main Street, now conducted by Solomon Leone, who established business some years ago and from which Max Baruche has recently retired.

### DELAWARE

**Wilmington**—George W. McCaulley & Son, Inc., 103 West Eighth Street, added electrical appliance line to plastering business.

### IDAHO

**Lewiston** (Nez Perce County)—Twin City Electric Company, 301 Main Street, successor to Electric Wire & Fixture Company.

**Pocatello** (Bannock County)—Pocatello Auto Company, successor to Bingham Electric Company of Blackfoot (Idaho); removed this business to Pocatello and consolidated it with Pocatello Auto Company.

### ILLINOIS

**Bloomington** (McLean County)—Gray, Trimble, Follick Company, consolidation of James Gray Company and the Trimble-Follick Electric Company.

**Lexington** (McLean County)—H. E. Hefner.

**Mt. Vernon** (Jefferson County)—William A. Lieberg, 824 Main Street, added line of electrical supplies to plumbing business.

**Rockford**—Electrical Contracting & Supply Company, 119 North Wyman Street.

### INDIANA

**Covington** (Fountain County)—Wilbur J. Young.

**Decatur**—Charles Lamlin.

**Fort Wayne**—Louis Smith and Henry Becker, 107 West Lewis Street.

Service Electric Company, new quarters at Wells and High Streets.

**Indianapolis**—Hoosier-Hydro-Electric Company; incorporators John A. Shafer, 310 Odd Fellows Building, and others.

C. L. Smith Electric Company, 122 Virginia Street. Old concern, recently incorporated.

**South Bend**—Noble Electric Shop, Charles Noble, proprietor, 731 Lincoln Way.

**Wabash**—Home Electric Shop, 254 South Wabash Street, successor to C. W. Schlemmer.

### IOWA

**Cedar Rapids**—James Cusack Electric Company, 313 Third Avenue.

Monroe Battery & Electric Company. Incorporators H. H. Monroe and others.

Winter Horton Electric Company, 418 Third Avenue.

**Davenport** (Scott County)—Domestic Electric Company, 208 East Fourth Street.

**Mount Pleasant** (Henry County)—R. C. Swalles.

Zelma and Lee Livix, successors to J. C. Brown.

### KANSAS

**Kansas City**—Shuff Electric Company, new branch at 810 Minnesota Avenue. Also in business at 1935 McGee Street, Kansas City, Mo.

**Pittsburgh** (Crawford County)—Ray Ryan Electric Company, Sixth and Broadway, consolidated Girard (Kans.) branch with above business.

**Wichita**—Shelly Electric Company, 109 North Water Street, enlarged store and added new lines.

### KENTUCKY

**Nicholasville** (Jessamine County)—Charles H. Stratton and Perry Davis, Main Street.

### MAINE

**Sanford** (York County)—Herbert Hall. In business at Sanford; bought out Bodwell Brothers electrical business which he will continue.

### MASSACHUSETTS

**Boston**—Pearl Ignition Company, 207 West Newton Street.

Bowdoin Electric Supply Company, 199 Bowdoin Street. Old concern recently incorporated by Joseph Feeney, Dorchester (Mass.) and others.

**Brookline**—Boston Automotive Electric Service Corporation. Incorporators Albert A. Gouldhardt, 9A Monument Square, Charlestown (Mass.) and others.

**Greenfield** (Franklin County)—Delano Electric Company. Old concern recently incorporated by James and E. B. Delano of Deerfield, Mass.

**Webster** (Worcester County)—Louis Schremser, 46 Deslaurier Avenue.

### MICHIGAN

**Detroit**—Ra-Tone Electric Company, 1267 Park Place, West.

E. E. Rees Electric Company, 1607-1609 Meldrum Avenue.

Graham Electric Company, 619 Chandler Avenue.

**Grand Rapids**—Thor Electrical Shop, 130 Pearl Street.

**Jackson**—Westinghouse Electric Company, 405 Dwight Block.

**Reed City** (Osceola County)—C. H. Mannion.

### MINNESOTA

**Forest Lake** (Washington County)—R. G. Engles.

**Minneapolis**—Thor Electric Shop, 830 Nicollet Avenue.

### MISSOURI

**Kansas City**—R. E. Parsons, 1322 Main Street.

**St. Louis**—Incandescent Supply Company, 1118 Olive Street.

### NEBRASKA

**Alliance** (Box Butte County)—Quick Service Electric Company now conducted by J. H. Kane who bought out Herbert Milan's interest in the company.

**Cozad** (Dawson County)—Fred Edney.

**Platte Center** (Platte County)—V. M. and E. R. Young.

**Tecumseh** (Johnson County)—C. S. Rugge, added line of electrical appliances to battery business.

### NEW JERSEY

**Asbury Park**—Asbury Park Electric Supply Company, 604 Bangs Avenue; incorporators J. E. Jones, Ocean Park Avenue, Bradley Beach (N. J.) and others.

**Dunellen** (Middlesex County)—Dunellen Electrical Supply Company, 267 North Avenue.

**Plainfield**—Electro Hardware Store, 132 Park Avenue.

(Continued on Page 112)

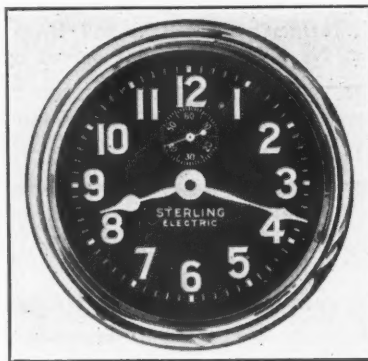


### Electric Automobile Clock

*Electrical Merchandising, April, 1922*

The electric automobile clock made by the Sterling Clock Company, 220 East Forty-second Street, New York City, is furnished in two models, known as "AA" and "AB." The latter has a somewhat larger dial and has a concealed hinge, to look well on the dash of an automobile. Black dials with white figures and hands, and silvered dials with black hands and figures are furnished as standard. Dials and hands are radium treated if desired. The diameter of the dial on the "AA" clock is 2½ in. and on the "AB," 2¾ in.

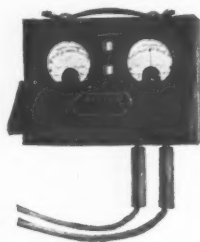
The clock is connected in the same way that an electric horn is attached, operating directly from the storage battery of the car.



### Electrical Fault Finder for Automotive Use

*Electrical Merchandising, April, 1922*

An electrical "Fault-Finder" for locating electrical troubles on motor cars is being manufactured by the Weston



Electrical Instrument Company, Waverly Park, Newark, N. J. The instrument consists of an ammeter and voltmeter mounted in a compact case with carrying strap. The two meters being electrically independent of each other, current and voltage readings can be taken simultaneously.

The ammeter has a range of 30-0-30 amp. It is protected against accidental burn-out by a replaceable glass-enclosed fuse conveniently mounted on the case between the two instruments. The voltmeter has ranges of 2-0-30 and 0.2-0-3 volts.

Each set is provided with a pair of flexible rubber-covered cables, having lead-covered universal clips on one end and plugs for connecting to the instrument on the other end. An instruction book clearly and fully explaining how to test for each trouble is supplied with every instrument.

### Protector for Fractional-Horsepower Motors

*Electrical Merchandising, April, 1922*

The Miniature Breaker Company, Inc., Fourteenth Street and Governor Place, Long Island City, N. Y., has developed a device for the protection of fractional-horsepower motors. This device performs the functions of a circuit breaker, safety switch and motor starter. It is particularly adapted for use in connection with alternating-current fractional-horsepower motors up to ½ hp., and also with small direct-current motors. It is made for use on 110 and 220-volt alternating and direct-current circuits and also for 32-volt circuits. It is rated at 15-amp. capacity.

This device is said to be of special value when used with household devices such as washing machines, because of the protection which it affords. Its theory of operation is based on the principle that if the fractional-horsepower motor does not stand up within a certain predetermined time after the circuit has been closed, something is radically wrong. The operation of the device is such that in this case the breaker will be thrown, thus opening the circuit and preventing burning out of the motor windings.

### Non-Oscillating Fan

*Electrical Merchandising, April, 1922*

A new 9-in. non-oscillating electric fan has recently been added to the line of 12 and 16-in. oscillating and non-oscillating fans made by the Star Electric Motor Company, Newark, N. J. The fan is made for three speeds and for both direct and alternating current. These "Semco" fans are designed to be almost noiseless, with the idea of making them especially suitable for bedrooms and hospitals.

### Automobile Trouble Lamp-Heater

*Electrical Merchandising, April, 1922*

Three distinct purposes are served by the new automobile trouble lamp-heater offered by the Faraday Company, New Haven, Conn.

As a radiator and engine heater, it delivers heat where needed and is designed to keep the cooling system from freezing when connected to garage lamp socket and placed under the hood of the auto. Then, it may be quickly converted into a garage trouble lamp by inserting an ordinary electric bulb into the socket after removing the heating unit. A large hook on the wire guard enables one to hang it to the pipe or other suitable support. As a road lamp and emergency light, the adapter for the dashboard is placed in position, together with the lamp socket adapter, then a small lamp can be used and operated from storage battery current of from 6 to 12 volts.



### Combination Stop Signal and Parking Lamp

*Electrical Merchandising, April, 1922*

An electric device for motor cars which combines the functions of a stop signal and a parking light is being manufactured by the American Auto Lamp Company, Inc., New York City. This lamp, known as the "Rialto Model 609-B," is made without a glass lens, the word "stop" being stamped in the frame and backed with red pyralin. A slight pressure of the foot brake serves to light the stop signal. The parking lamp works independently, having a separate switch to be mounted on the dash. The device is furnished in black and nickel finish, or in all nickel, and is packed complete with wire, switches, screws, etc.

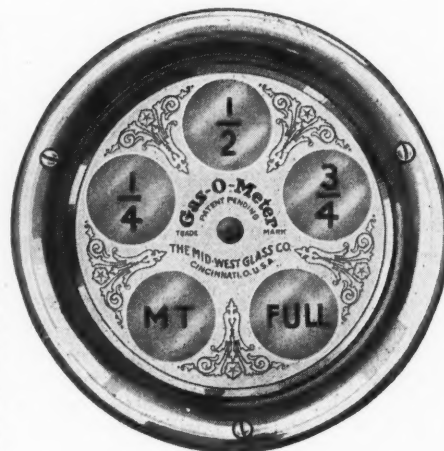
### Gasoline Gage for Motor Cars

*Electrical Merchandising, April, 1922*

For registering upon the dash of the automobile the amount of gasoline in the tank, a gasoline gage called the "Gas-O-Meter" has been developed by the Mid-West Glass Company, Cincinnati, Ohio. It is built for every type of car except those having the gas tank inside the cowl. It is made in two sections—the indicator in the tank, and the meter proper, located upon the instrument board.

The indicator consists of a copper, air-tight float, attached to a steel shaft, and its operation is similar in principle to the usual form of gasoline gage.

The indicating apparatus is inserted in the tank in place of the present gasoline gage. From it is run a cable containing five wires, which passes under the car to the dash instrument. A connection is established between the dash instrument and the ammeter, and when the button in the center of the dash instrument is pressed, the height of gasoline in the tank is shown by means of an illumination under the section of the dial which corresponds to the height of gasoline in the tank.



### Battery Nipper with Geared Jaws

*Electrical Merchandising, April, 1922*

Geared jaws are used in the battery nipper manufactured by Heller Brothers Company, Newark, N. J. A leverage multiplying effect of 20:1 is obtained by this construction, the manufacturer explains. This multiplied grip also increases the effectiveness of the tool for pulling. Designed especially for maintenance and repair work on electric storage batteries, the "E-Z" is equipped with specially hardened jaws. Forged steel is used for the instrument.

What's new on the market? These pages will tell you. ➡

### Woven Cotton Padding for Electric Ironer Rolls

*Electrical Merchandising, April, 1922*

Made to overcome the tendency of padding to "hump" when applied to the rolls of electric ironing machines, the "Stag" brand of woven cotton padding is being marketed by the Pittsburgh Waterproof Company, 435 Liberty Avenue, Pittsburgh, Pa. New, long-staple cotton is used, the manufacturer explains, to secure high resiliency.

The warp yarns are imbedded below the surface of the padding to protect them from the heat of the ironing rolls or chests. Interlocked with the filling yarns that run parallel to the roving, they combine to form the reinforced lock-stitch. This lock-stitch permits air circulation, allows steam to escape and stimulates rapid drying.

This padding, the manufacturer states, makes it possible to iron flat work and wearing apparel at the same time. Among the advantages claimed for the use of this roll covering are that hems are not mashed down, buttons are not broken, savings in top coverings are made, a uniform finish is obtained on high-class linen, and less power is used in operating.

### Automatic Blow Torch

*Electrical Merchandising, April, 1922*

A new automatic blow torch which generates its own pressure automatically, has been developed by the Universal Automatic Torch & Specialties Company, Times Square Post Office, New York City.

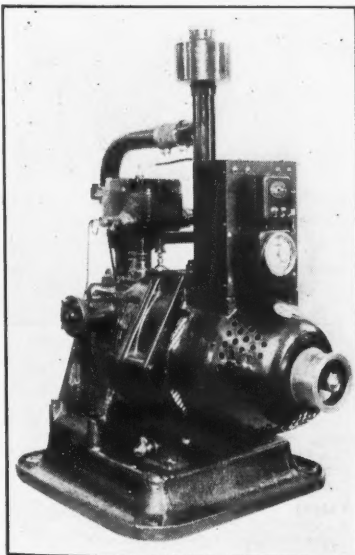
### Generators for Wireless Telephone Outfits

*Electrical Merchandising, April, 1922*

The Robbins & Myers Company, Springfield, Ohio, has developed a new line of high-voltage, direct-current generators and motor-generator sets for service with wireless telephone outfits. The generators are made in 500-volt and 1,000-volt types in capacities of 100, 200 and 500 watts, for use with vacuum tubes and for other special services.

The motor-generator sets are furnished for operation on 110 or 220 volt, 25, 50 and 60 cycle, single phase, alternating current circuits, and on 32, 115 and 230-volt, direct-current circuits.

They are of compact construction. The 500-volt outfits are the two-bearing, union ring type, while the 1,000-volt outfits are the four-bearing, sub-base type.



### Disk Stove Cooker

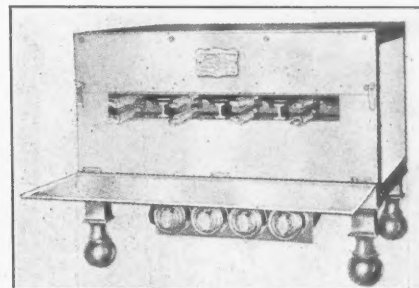
*Electrical Merchandising, April, 1922*

So small that the leatherette paper box in which it comes measures only 5 x 5 x 3 1/2 in. is the portable disk stove cooker offered by Strauss & Premo, 9 West Twenty-ninth Street, New York City. The heating base and small cooking vessel are separate and the capacity of the pot is 1 1/2 pints. An arrow adjusts the device for use on voltages of 110 and 120. The device is especially designed for the traveler, for light housekeeping, as a night stove, or in the sick room.

### Four-Compartment Electric Waffle Iron

*Electrical Merchandising, April, 1922*

Polished Monel metal is used in the electric waffle iron just placed on the market by Duparquet, Huot & Moneuse Company, 108-114 West Twenty-second Street, New York. Mounted on nickel plated ball legs, the iron is adapted for display in store windows and for window or counter use by restaurants and lunchrooms. The iron stands 21 in. high, and is 20 in. long by 18 in. in width. White enamel is used on the ends and back, and a Monel metal shelf is provided, 11 in. in width and 20 in. long. Four three-heat switches are used to control the temperature, and the full heat rating is 5,280 watts.

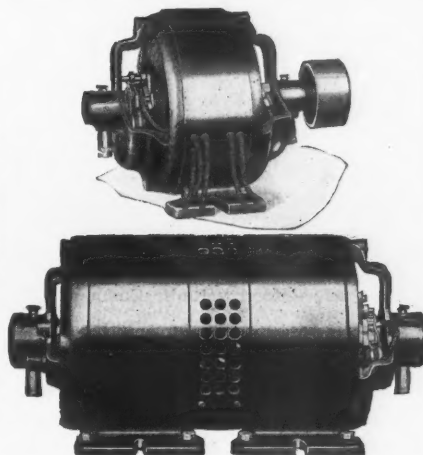


### Combination Toaster and Table Heater

*Electrical Merchandising, April, 1922*

An electric toaster which, on chilly mornings, may easily become a portable heater to warm those at the table, by the simple addition of an auxiliary reflector door, is a new product of the Pittsburgh Electric Specialties Company, 451 Greenwich Street, New York City. It is made for use on any current, 100 to 125 volts.

The top of the toaster is so designed that it will serve as a rack for holding toast while more is being made.



### Kerosene-Driven Lighting and Power Set

*Electrical Merchandising, April, 1922*

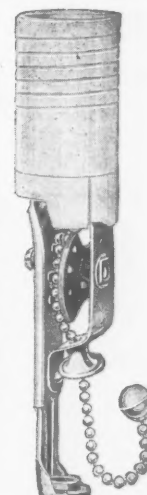
A compact and conveniently controlled 1 1/2-kw. lighting and power plant is being manufactured by the S. Wylie Merritt Company, 697 West 133rd Street, New York City. The generator is direct-connected to a single-cylinder kerosene engine. Gasoline is used for starting only. An interesting feature of the construction is the location of the radiator, which has been placed between the generator and the engine crankcase. Cooling air is first drawn through the generator inclosure, providing ventilation for the electrical windings.

Rated at 1,500 watts, the set may be obtained in either 32 or 110-volt type. Due to the simplicity of construction, the manufacturer points out, the machine can be assembled by anyone. A feature which adds to its compactness is the storage of kerosene in the base. By disconnecting the generator electrically the engine can be used to drive various devices around the farm or factory. As shown in the illustration, a pulley is provided on the engine shaft.

### Adjustable Candle Stem

*Electrical Merchandising, April, 1922.*

A practical chain-pull adjustable stem candle socket has been developed by the J. H. White Manufacturing Company, 111 North Third Street, Brooklyn, N. Y. In addition to the advantage of the stem adjustment for various depths of candle cups and length of candle, it will permit of individual control of each candle unit.



### Ground Clamp

*Electrical Merchandising, April, 1922*

The new "Fargo" ground clamp made by the Fargo Manufacturing Company, Poughkeepsie, N. Y., is for 1/2 in. and 1 in. size ground pipe or rod, special sizes on request. Positive contact through seven complete turns around grounding pipe or rod is claimed for it by the manufacturer.

File these items on 3 x 5 in. cards every month, to keep your stock index up to date.



## New Retail Electrical Stores

(Continued from Page 109)

### NEW JERSEY—(Cont.)

**Ridgefield Park**—Hunter Company, 209 Main Street.

**Trenton**—Trenton Hardware Company, F. W. and E. D. Sanner and F. W. Hoopes, proprietors, 45-47 West Hanover and 35



L. L. Hirsh, president of the Electric Supply Company, New Orleans, is a marked man. Mr. Hirsh has had three Ford cars in the last two years and each has been stolen from him. Which reminds us that a religious visitor to our office last week tried to prove to us that modern inventions are really old and that they had Fords in the days of Moses. In Joshua, 2:7, he points out, there occurs this significant passage: "And the men pursued after them on the way to Jordan unto the Fords." Again in Isaiah, 5:26: "They shall come with speed." And in Nahum, 3:2, one reads of "The noise of the rattling of the wheels."

East State Street, successors to F. S. Katzenbach & Company.

**Tab Electric Company**, 447 South Broad Street.

**Westwood** (Bergen County)—E. H. Dittmar.

### NEW YORK

**Binghamton** (Broome County)—Aaron Electrical Company, 138 Washington Street.

**Brooklyn**—Friedman Bros., moved to 851 Blake Avenue.

**Strand Hardware Company**, Fulton Building, 635 Fulton Street; also operates branch store at 44 Rockwell Place.

**Buffalo**—Buffalo Chandelier Company, moved to 43 West Eagle Street.

**Carthage**—LeRoy E. Sherman Company, Inc.; old concern recently incorporated by LeRoy E. Sherman, L. G. Draper and H. E. Post.

**Jamaica** (Long Island)—Charles Guthy, formerly conducted business under name of Jamaica Electric Service & Equipment Corporation.

**New York City**—Nassor Michaels will move to 58 Warren Street.

**Lexington Radio & Electric Company**, Inc., 439 Lexington Avenue.

**The Phi Electric Company**, H. Halpern, proprietor, 96 Warren Street, successor to Lebow and Halpern.

**M. Lebowitz & Company**, 39 West 24th Street, new quarters.

**Schenectady**—G & G Electric Company, 308 State Street. Old concern, reorganized with H. G. Gold, proprietor and H. D. McRae, manager.

**Syracuse**—Lawrence T. Baldwin, 742 Westcott Street.

**Latta's Electric Station, Inc.**, Mrs. C. B. Kreuzer, proprietor, 805 East Genesee Street, successor to Garland Latta.

**Electric Parts Corporation**, incorporators Milo C. Denlinger, 400 Boyden Street and others.

**Premier Service Company** moved to 552 South Salina Street.

### NORTH CAROLINA

**Asheville** (Buncombe County)—Webb & Cook Electrical Company.

**Charlotte** (Mecklenburg County)—Electric Service Company, 610 South Church Street, James H. Kirkman, general manager.

**Greensboro** (Guilford County)—Charlotte Electric Repair Company. Bought out Carolina Electric & Repair Company and will operate the business as the Greensboro branch of the Charlotte Electric Repair Company.

**Wilmington** (New Hanover County)—Electric Maintenance Company, old concern, bought out Blake Electric Company, Inc., 215 Princess Street.

### OHIO

**Akron**—Robinson Electric Appliance Company; H. L. Robinson and H. H. Stehle.

**Buckeye Radio Service Company**; John R. Gammeter, S. G. Gammeter, P. W. Heasley, A. S. Bachtel and Charles F. Safreed, incorporators.

**Cleveland**—Famous voices Radio Company, electrical supplies and radio equipment. C. W. Pattison and E. Brown, proprietors.

**Solar Appliance Company**, incorporators Paul J. Gnau, R. Z. Standt, Marie L. Fowler, Effie August and Anna A. Aman.

**Cleveland Heights**—W. E. MacLaren and A. C. Koestle, Masonic Temple Building, Mayfield and Lee Roads.

**Columbus**—Electrical Specialty Company, temporary headquarters at 47 South Wall Street. Company plans to open soon in downtown location.

**Conneaut** (Ashtabula County)—Auto Electric Service Company, Lee Knox, proprietor, 706 Broad Street.

**Eaton** (Preble County)—G. L. Grove, 203 East Main Street, successor to Eaton Lighting Company.

**Genoa** (Ottawa County)—Eckler Electric Company, West Main Street. Also in business at Ashtabula.

**London** (Madison County)—Higgins & Lohr.

**Marion** (Marion County)—Public Service Electric Company; incorporators Theodore Bergegrum, N. R. Bergegrum, M. A. Riley, G. E. Reynolds, J. F. Wottring.

**Mount Eaton** (Wayne County)—Interurban Electric Company. Old concern, recently incorporated with capital stock of \$100,000. Also power plant.

**Springfield**—Morrow Radio Company; incorporators Lorentz A. Morrow, Richard F. McNett, Louis E. Bauer, William Bruce, Jr., John Morrow.

**Toledo**—Gross Electric Fixture Company, 136 Summit Street; incorporators George and Sam Gross, Albert Vandenplas, William H. McLellan and S. L. Geelerd. Also manufacturers.

**Zanesville**—Home Electric Appliance Company, 15 Main Street, successor to Herschel Jackson and Herbert Horn, who are still associated with the company. P. H. Ludman, president; F. J. Albert, vice-president; B. T. Jackson, second vice-president; Herbert F. Horn, secretary; Herschel Jackson, general manager.

### OKLAHOMA

**Texhoma** (Texas County)—J. W. Bartlett.

### OREGON

**Baker**—W. C. Ross and Douglas Potter, successors to Philip Brownell Electric Company.

**Hood River**—Apple City Electric Shop, incorporated by Clara C. Colby and others.

**Portland**—Jackson Bischoff, Inc., incorporators, Carl H. Jackson, 1135 Thurman Street and others.

**Smith McCoy Electric Company**, moved to 264 Alder Street.

### PENNSYLVANIA

**Carbondale** (Lackawanna County)—Electric Equipment Company, moved to Anthracite Building, South Main Street.

**Columbia** (Lancaster County)—Edward L. Sechrist & Brother, new branch at 22 North Fourth Street. Also in business in York (Pa.), 284 West Market Street.

**Greensburg** (Westmoreland County)—O. M. Deibler, West Second Street, new quarters.

**Wilkes-Barre**—Smith & Howley, moved to 10 North Main Street.

**Davis Electrical Company**, 28 North Main Street, successor to Davis and Foster.

**Williamsport** (Lycoming County)—The Electric Shop, moved to 114 West Fourth Street.

### SOUTH CAROLINA

**Greenville**—Huntington-Guerry Company, new quarters on Main Street.

**Rock Hill** (York County)—R. H. Criswell, Record Alley.

### TEXAS

**Groom** (Carson County)—Williams Motor Company, W. J. Williams, proprietor, successor to B & T Motor Company.

**Houston**—Hurlburt Still Electric Company, 1101 Capitol Avenue, consolidated this shop with store at 1201 McKinney Street.

**Mexia** (Limestone County)—Ranger Electric Service Station.

**Quality Electric Shop**, 209 Main Street.

**San Antonio**—Ben Specia, 529 West Houston Street, erected new \$10,000 building.

### VERMONT

**Rutland**—A. S. Reed Electric Company, 42 Center Street. Company has taken over three story building, enlarging quarters.

### WASHINGTON

**Bellingham** (Whatcom County)—Hauser Electric Company, Elk Street, successor to H. F. Hauser. Old concern, recently incorporated.

**Seattle**—Enterprise Electric Co., 907 Eighth Avenue.

**Spokane**—Olney & Hart, 1131 West First Avenue.

**Tacoma**—Ajax Electric Company. Old concern recently incorporated.

**Love Electric Company**. Old concern recently incorporated, capital stock \$30,000.

**Vancouver** (Clarke County)—Vancouver Electric Company, H. H. Burg, proprietor, 1005 Main Street, successor to Ebert and Harrington.

### WEST VIRGINIA

**Bluefield** (Mercer County)—Bluefield Radio Company. Incorporators J. T. Breth and others.

**Charleston**—Radio Service Company. Incorporators H. G. Scott, J. M. Petrie, James C. Smith, W. A. Cracraft, and others. In market for radio equipment and electrical appliances.

**Cut Rate Electric Company**, Truslow & State Streets.

**Point Pleasant** (Mason County)—Peggs & Coleman, Fourth Street.



"Don't waste sympathy on an army man in uniform on warm days," counsels an ex-artilleryman. "Chances are he ain't got any shirt on." And our suspicions are aroused by the expression of cool comfort worn by Robert Tafel, of the Tafel Electric Company, Louisville, Ky.

**Wheeling**—Stroebe Radio & Electric Company. Incorporators: J. C. Stroebe, Sr., H. L. Stroebe, 419 Richland Avenue, and others.

**C. F. Braunlich Company**, 1012 Market Street. Old concern adding line of electrical supplies and appliances to hardware business.

### WISCONSIN

**Amery** (Polk County)—Amery Construction Company. Incorporators, Charles O. Danielson and others.

**Antigo** (Langlade County)—George Spiegel.

**Milwaukee**—Peoples Electric Company, 2028 Fond du Lac Street. Old concern recently incorporated.

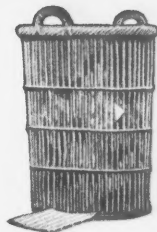








## The Lighter Sighed



### And Then She Understood

Our profession is, of course, conceived in courtesy and dedicated to the proposition that all customers are created equally righteous. And yet there come times to every one of us who meets the public on its native heath when the elastic limit of patience is reached and passed.

The dear old lady, for example, who fixes the socket with a pair of button hole scissors and a steel knitting needle and then calls up the electric shop to demand instant service, little knows the emotions she stirs up.

"I would that my tongue could utter," sang the poet, "the thoughts that arise in me."

Most electrical men that we've met find their tongues more than equal to the emergency, however.



All of which brings up a contribution that comes all the way from Atlanta, Georgia:

"Young man," began the inquisitive old lady as the electrician restored the connections on the wall fixture to a state of continuity, "just what made our lights go out in that peculiar way?"

"Well, madam, I'll tell you," explained the electrician confidentially, "One of the volts got tangled up with a watt, and the resulting resistance severed the ampere, thus reducing the lumens to zero."

—J. V. HERNDON, JR.

### Helpful Hints on Henhouse Lighting

Right now, when the magazine pages of our newspapers, the scientific sections of our magazines, and the How-to-Sell-It sections of our business papers are talking about the egg-laying stimulus of electric lights in the hen coop, the following communication is of timely interest:

Care should be taken not to use spherical bulbs in the hen house. Laying hens concentrating their gaze on little round, frosted 10 watt lamps are liable to lay little round, frosted ten watt eggs.

When installing night lights for the convenience of insomniac chickens, do

not provide them with radiant pendants. Instead, put a kernel of corn on the end of the pull-chain. A hen can smell a grain of corn further than she can see a blob of radium.

Care should be taken, however, to adjust the length of the pull-chain so that the grain of corn hangs just beak-high.

If the corn kernel is lower than that the hen will swallow it.

And then when she runs around, jerking her head up and down, she turns the light on and off very rapidly.

Besides being bad for the lamp filament this wakes the roosters up and makes them crow.

And that wakes your neighbors up.

Never leave old lamp bulbs around the laying nests. Setting hens will try for weeks at a time to hatch them.

And then when the lamps roll out of the nests and break the hens are likely to eat the little particles of glass because they are shiny.

The glass tends to make the hens irritable. And they lay eggs with glass shells.

This is bad of course, because the glass-shelled eggs cannot be told from the glass nest-eggs, and the cook leaves them in the nest for a long time.

When she does finally catch on to the fact that they're real eggs, she picks up the nest eggs too.

And then, first thing you know, father tries to break a three-and-a-half minute solid nest egg in his egg cup.

—MAZDA MIKE.

### But What About Expense Accounts, Eddie?

"Eddie C." plunges in postage, shooting a two-cent stamp all the way from Texas to remark that in the Incandescent Hereafter customers will always buy the salesman's lunches.

### How the Fish-Mouse Got His Start

We have received the first of Professor Fusebox's articles on the Fish-mouse, the interesting little rodent with a ring in his tail and a very mean diameter, that obligingly runs through conduit for wiremen, carrying a lead-in string with him.

We also have secured a picture of the animal, which will be found up top there in the next column.

Professor Fusebox tells us in his first article about the breeding of these intelligent little creatures:

Let us go back a bit in history. When

the idea first struck me of using mice to draw lead-in strings through conduit, I experimented extensively with the ordinary house-mouse.

I tied the string around his left hind foot, but soon found that this method held one 'g off the conduit, thus decreasing his speed by 25 per cent.

I then conceived the plan of breeding a mouse that should have a long



narrow chassis, or torso, and a ring in his tail for the string.

I won't go into the long years of patient experiments which finally resulted in the lithe, mean-diameter fish-mouse as we know it today. Suffice it to say that his ancestry includes the dachshund for chassis structure, the raccoon for the tail ring and the greyhound for speed.

Next month I shall tell you something of the methods of operation now current in wire-fishing with the fish-mouse.

—FARRINGTON FUSEBOX, E. E.

### A Refusal to Re-Fuse

*Selma, I've consumed your biscuits  
When their souls were damp and sad;  
I have swallowed so-called omelets  
Tasting like our heating pad.*

*I've engulfed the pangs of hunger  
In your fluent chicken soup  
When it tasted like the whitewash  
That is painted on the coop.*

*I have often sipped your coffee  
When the only way I knew  
That is wasn't copper sulphate  
Was because it wasn't blue.*

*Selma, you must now admit it:  
I'm an easy going bird.  
So refrain from getting peevish  
If I interject a word:*

*Can you blame me much for cussing  
When at dinner every night,  
There are flashes in your kitchen  
And we're left without a light?*

*When you finish with the iron  
Do not snap the socket switch.  
Save my home a lot of fuses  
And a rising temper, which*

*Might derange your calm demeanor.  
Get this slogan through your knob:  
"Cut the juice off at the iron"  
Or resign your present job!*

—C. L. F.



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